



## Option 3 Quarter 3 Quarterly Technical Progress Report DRD NO.: 1140MA-003

10 January 2011

**Schafer**

7057 Old Madison Pike Suite 200  
Huntsville, AL 35806

Document No: 11-L-001

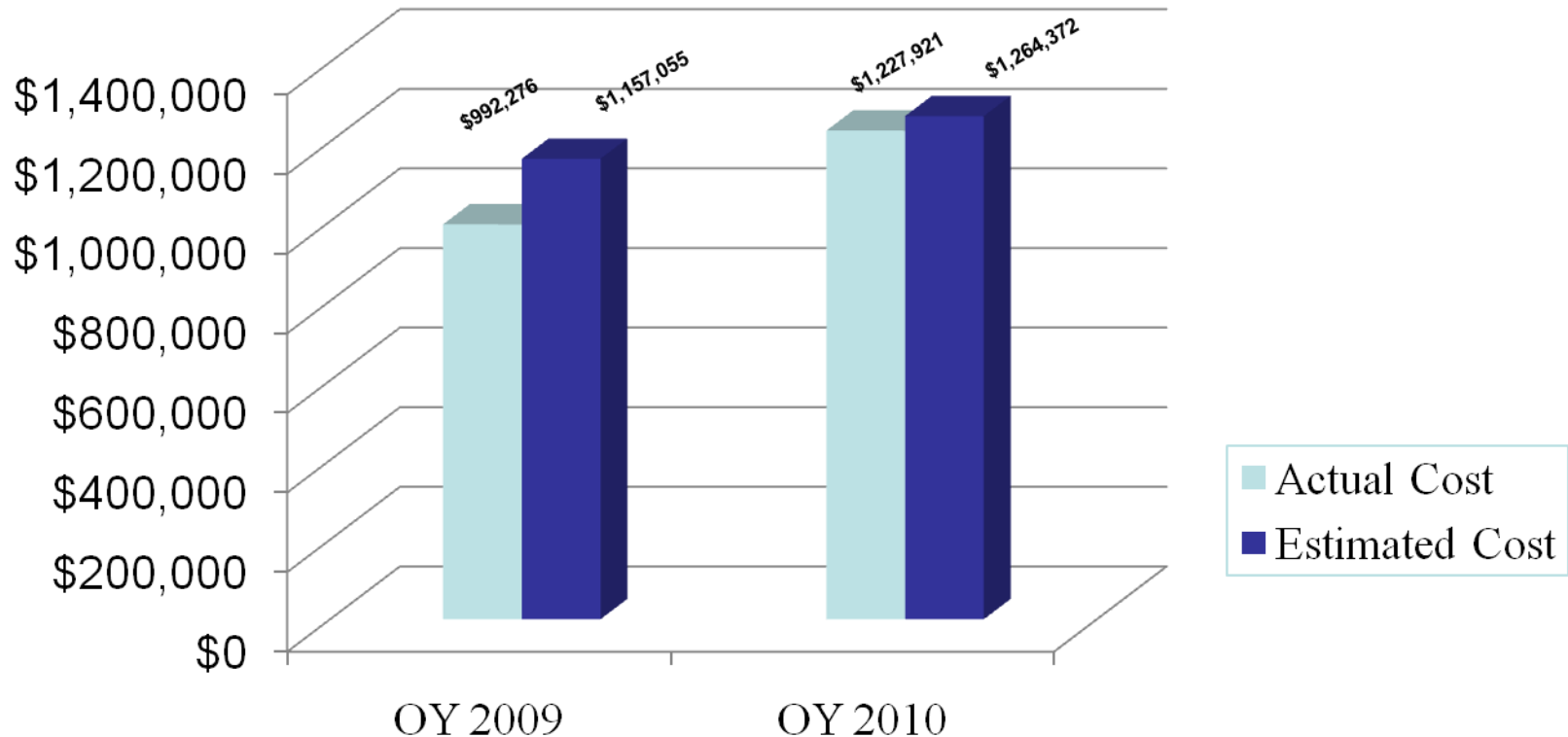
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# Topics

Section	DRD Requirements Description
<b>Section 1. Significant Accomplishments</b>	1. Significant accomplishments of work performed, status of on-going activities, upcoming events and milestones, and outstanding issues that may impede performance or impact performance, schedule or cost for all PWS activities outlined in Attachment J-1.
<b>Section 2. Major Actions and Milestones</b>	2. Schedule of major actions and/or milestones to be performed for all PWS activities outlined in Attachment J-1.
<b>Section 3. Technical Evaluation</b>	3. Any other information that may assist the technical evaluators in evaluating the technical and administrative program such as technical results and recommendations, innovative processes, cost-reduction initiatives, etc.
<b>Section 4. Performance Metrics</b>	4. Performance metrics and a summary of incentive metrics for all PWS activities outlined in Attachment J-1.
<b>Section 5: Quarterly Financial Data</b>	5. Labor hours and corresponding WYEs expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months, showing overtime hours separately. Labor hours and corresponding WYE's shall also be broken down by prime contractor, teammates, and sub-contractors.
	6. Total dollars/cost actuals expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months. Total dollars and cost shall also be broken down by prime contractor, teammates, and sub-contractors. (a) Mission (including overtime) (b) IDIQ Task Orders
	7. Estimated (anticipated) dollars/cost needed through current Government Fiscal Year in each Level III WBS task by sponsoring organization/customer. (a) Mission (including overtime) (b) IDIQ Task Orders

## Section 1. Significant Accomplishments

## Estimate vs. Actual 2009 - 2010



**Material, supplies, equipment and travel actuals are within 2.88% of estimates**

## October - December 2010 Safety Stats

- No lost-time injuries
- No recordable injuries
- No close calls
- Completed 100% of all required safety visits
- Completed 100% of required safety briefings



## Cumulative since contract start date (4/1/2007)

- No lost-time injuries
- One recordable injury
- Two close calls

**Cumulative work hours with no lost time since 4/01/2007:  
368,595.1**

# Strategic Communications Successes

## *Marshall Space Flight Center Integrated Strategic Communication Plan*



- Began FY 2011 planning process:
  - Communication managers approved 13 measurement opportunities for FY2011.
  - All FY 2011 functional area plans due Dec. 31, 2010.
  - Developed measurement report for FY2010 activities.
- Began developing a Shuttle Wind Down / What Comes Next communications plan:
  - Identified approximately 40 existing event- and project-related opportunities for Shuttle messaging.
  - Developed nine new ideas to explore for feasibility of executing one or two.

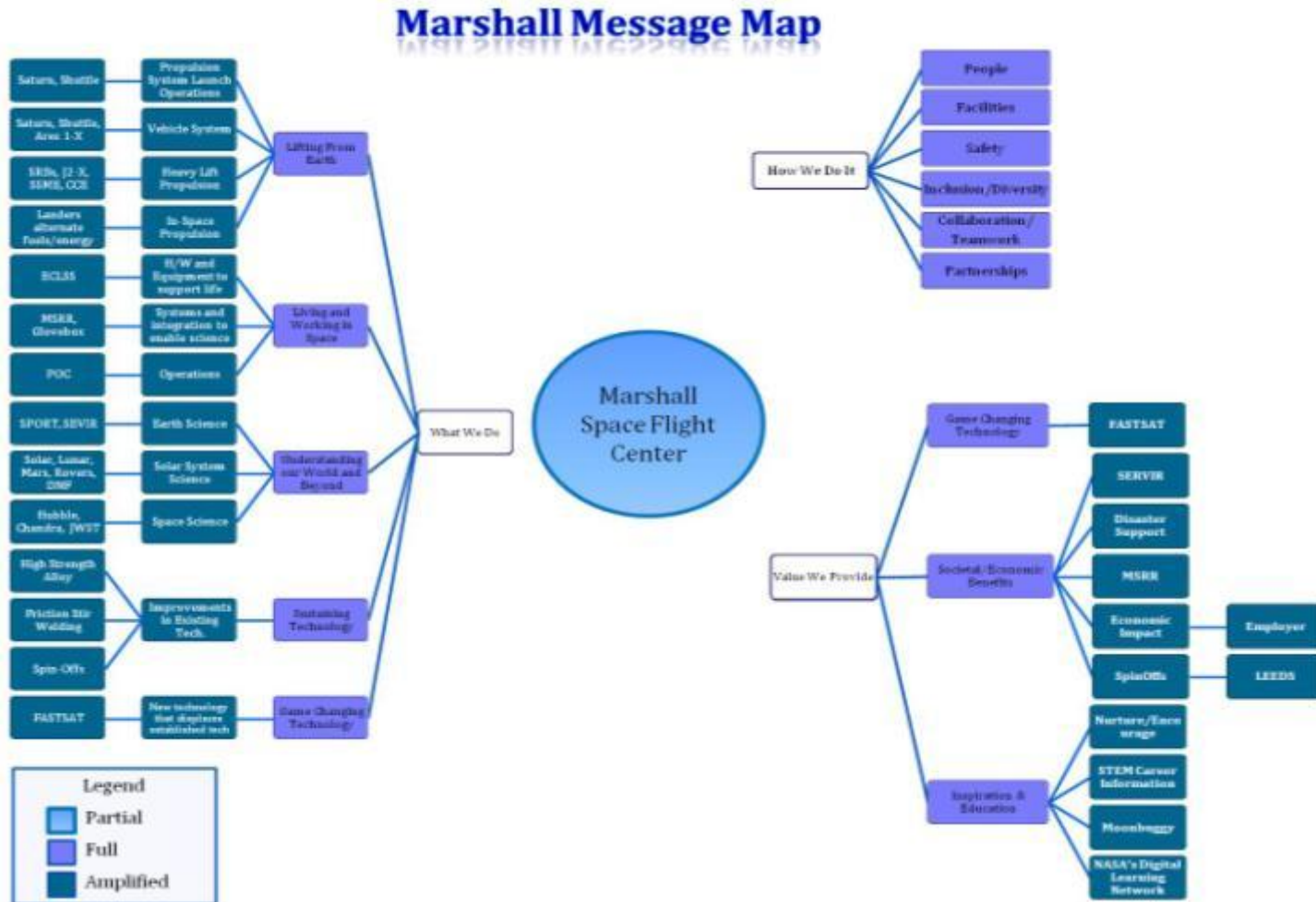
**Centralized \* Proactive \* Integrated**

# Finalized 2010 MSFC Integrated Communications Annual Measurement Report





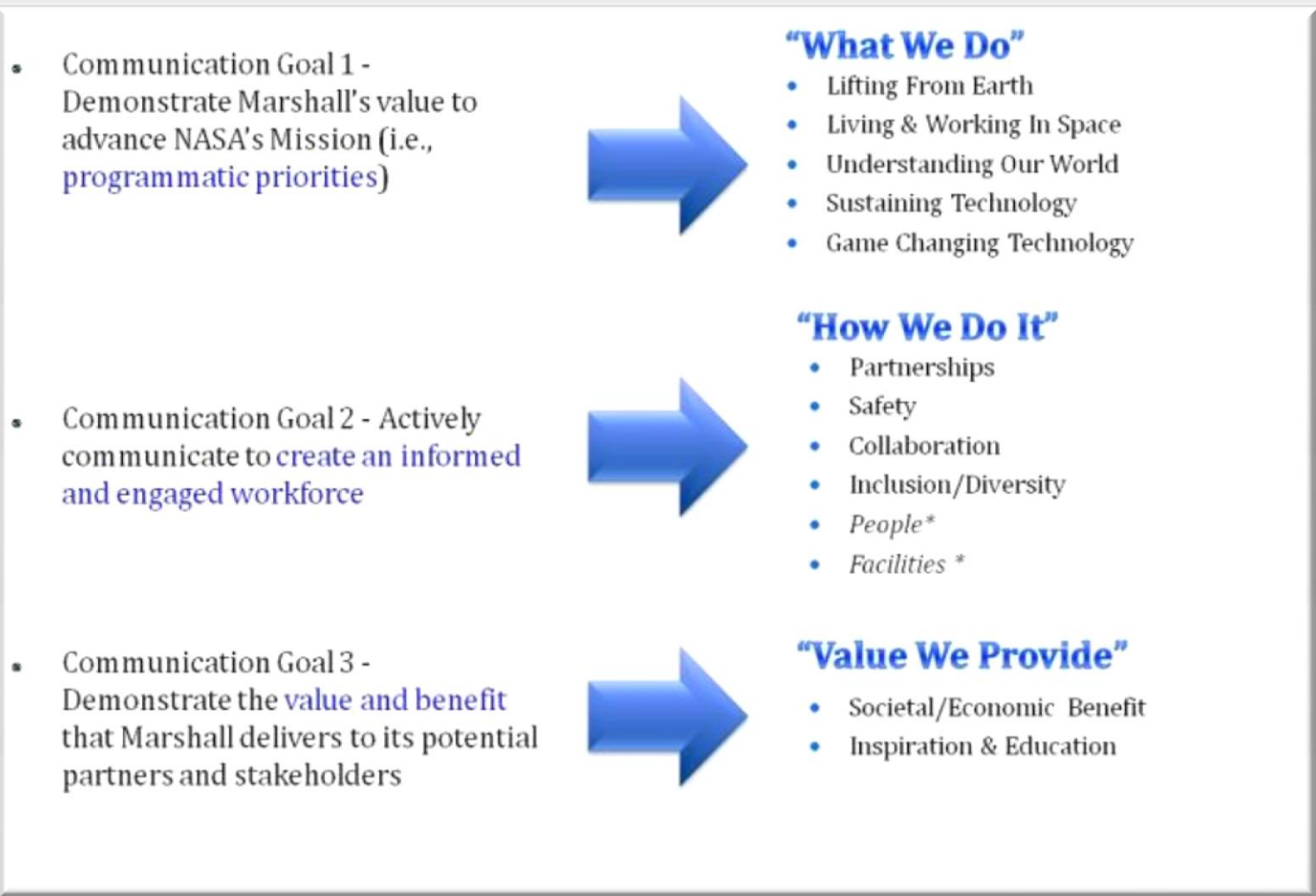
# MSFC Message Map



Development of message map will help to ensure that center messages are consistent and relevant.



# Alignment of Communications Goals to Center Themes



**Categorizing center themes promotes greater understanding and advances communication goals.**

# Communication Support for SES Conclave for Diversity and Inclusion Initiative



## Diversity and Inclusion: What Needs To Change?

- From Rigid, Bureaucratic Culture To Flexible, Bold, and Fun
  - More flexible work practices

## Diversity and Inclusion: What Needs To Change?

- From Homogenous Workforce To Diverse Leaders and Workforce Where Diversity and Inclusion is a Core Business Strategy
  - Visibly and regionally diverse leadership and workforce
    - Requires intentionally seeking out opportunities to recruit and develop diverse talent pool
  - Diversity and inclusion is a core business strategy
  - Practice accountability

lower level



**Providing Communication Support to SES Conclave for Diversity and Inclusion Initiative**




# October, November, December Communicator's Exchange



## Communicator's Exchange

*A monthly forum to promote a shared understanding*

Topic	Presenter
 <p><b>Fastest Gun in the World</b> Step into the hypervelocity world of impact testing at NASA. See the newest addition to Marshall's arsenal – the Micrometeorite Gun (MMG) – able to hurl test particles at speeds up to 45,000 mph!</p>	Andy Finchum
 <p><b>Hardware in the Loop</b> See where real time integration and testing of flight hardware and software takes place, all within a simulated operational environment</p>	Allen Norwood Kendall Junen

Topic	Presenter
 <p><b>"Hi Yah"</b> ... Applying black belt techniques to enhance communications Learn how a lean six sigma approach to communications can enhance collaboration and integration while reducing waste and saving time.</p>	Patty Fundum Human Resources Specialist
<p><b>Faces of Marshall</b> A Campaign Update</p> 	Ann Yelle OSAC
 <p><b>Fastrac and Technology Evolution</b> Back in the late 1990's, Fastrac was a new pump-fed liquid rocket engine design project developed at Marshall for use on small inexpensive, expendable rockets. Although the project was cancelled, the basic design of the Fastrac engine, notably the low-cost fuel and oxidizer pump assembly, continues to evolve and was used in the SpaceX Merlin-1a engine in 2006.</p>	Mike Ise

## Key Executive Communications, Supporting Robert Lightfoot, Gene Goldman, Robin Henderson, and Todd May

### *Key Marshall executive speaking engagements supported:*

- Marshall Supervisor Refresher course
- Two SFA Silver Snoopy events
- Huntsville Chamber of Commerce annual NASS/Army outing
- Hispanic Youth Conference - Space Science Fair at UAH
- Mid Level Leader Program
- Montevallo event
- CFC rally
- Leadership Huntsville alumni program center director's message
- Women in Engineering "Strategies for Breaking the Glass Ceiling"
- Von Braun Symposium
- Native American Heritage Day
- Marshall Veterans Day celebration
- New employee orientation
- MSFC holiday tree lighting
- Federal Agency Task Force meeting
- AMCOM Commanding General Rogers center visit
- Alabama Coalition for Space Exploration meeting

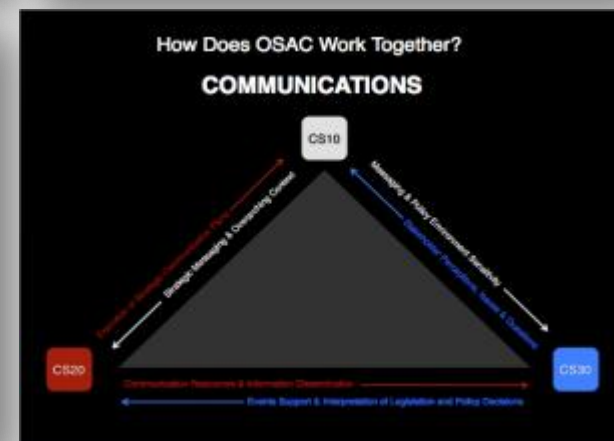
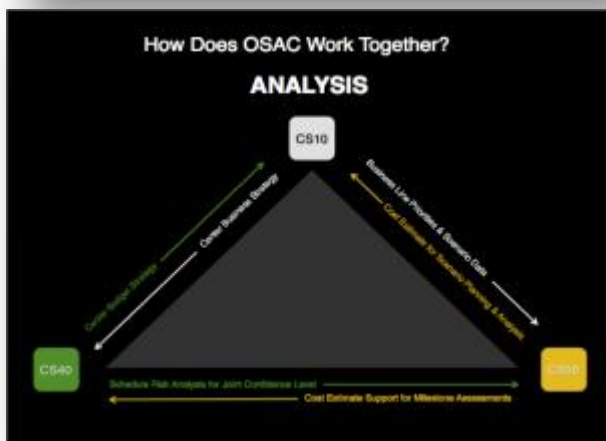
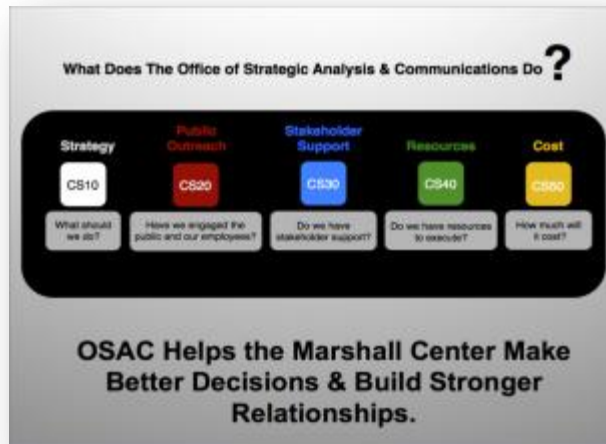


- Tennessee Valley NASA Advisory Committee
- Lockheed Martin Space Systems Executive Committee meeting
- ISO Surveillance Audit e-mail to employees
- Women in Engineering employee event
- Women@NASA essay and bio for Robin Henderson
- Congratulations letters to Governor Bentley and Congressman Mo Brooks
- Colonel John Hamilton center overview
- "Connecting With Women" remarks for Robin Henderson
- Alabama Society for Professional Engineering
- Space Grant Fellows & Scholars awards luncheon



# OSAC Integration Charts

Developed set of charts that illustrate how various groups within OSAC work together. Charts were designed for OSAC managers to use and distribute as needed.



# Internal Situational Awareness Flyer

**Developed a handout, specifically for direct reports and managers, which lists various situational awareness resources, including websites, RSS feeds, and publications.**



**Situational Awareness Resources**

► **For YOU**

**2 Week Look-Ahead**  
Upcoming major events of Center/Agency interest  
(Emailed every two weeks)

**InSight**  
Executive briefs on current policy, legislative or business development interests  
(Emailed as needed)

**Center Development Newsletter**  
A bi-weekly newsletter mailed to all civil servant managers  
(Emailed every two weeks)

**External News Feeds**  
RSS feeds to external news sources, located on Comm Corner  
<http://commcorner.msfc.nasa.gov/commcorner/home/sa.html>

**NASA News Summary**  
<http://www.bulletinnews.com/nasa/>

**InsideNASA website**  
<http://insidenasa.nasa.gov/web/insidenasa>



**Situational Awareness Resources**

► **For YOUR TEAM**

**Comm Corner Website**  
Resources to help employees advocate for the Center  
<http://commcorner.msfc.nasa.gov/commcorner/home/index.html>

**Focus on Marshall**  
A video series that will help your team learn more about what goes on at the Center  
<http://www.nasa.gov/centers/marshall/about/fom.html>

**To the Point**  
Management tips and information for MSFC supervisors  
[http://tothepoint.msfc.nasa.gov/2010/2010\\_7.cfm](http://tothepoint.msfc.nasa.gov/2010/2010_7.cfm)

**Faces of Marshall**  
Campaign that showcases the unique work and diverse team members at Marshall through a website, brochures and video gallery  
<http://www.nasa.gov/marshallfaces>

# OSAC Contacts Sheet

Produced one-page directory that lists points of contact for the various OSAC services offered.

OSAC SERVICES	POINT OF CONTACT
<b>AGENCY AND CENTER GOVERNANCE</b>	
<b>Strategy</b>	
Center Strategic Planning Council (SPC) Planning.....	Ruthie Williamson, CS10
Center Strategic Planning Guidance.....	Terrie Bectopp, CS13
Centerwide Customer Satisfaction.....	Norman Fitzgerald, CS10
Agency Strategic Management Council Probables and Actions (SMC).....	Ruthie Williamson, CS10
<b>Programs/Projects</b>	
Center Management Council (CMC) Planning.....	Tom Inman, CS10
CMC SmartBook.....	Emily Kendall, Shirley Chandler, CS43
Programmatic Portfolio Management.....	Keith Swearingen, CS40
New Advertiser Reviews, T123 Compliance.....	Steve Feldman, CS40
Agency Baseline Performance Review (BPV).....	Emily Kendall, CS40
Agency Program Management Council Probables and Actions (PMO).....	Tom Inman, CS10
<b>Institution</b>	
Center Integrated Management Support Council (IMSC) Planning.....	Scott Seneal, CS13
Center IMSC SmartBook.....	Shirley Chandler, Emily Kendall, CS43
Center Risk Assessment & Analysis.....	Michelle Delay, CS40
Center Management Systems, Statement of Assurance (SOA).....	Don Miller, CS13
Agency Mission Support Council Probables and Actions (MSC).....	Scott Seneal, CS13
<b>CENTER PLANNING AND MANAGEMENT</b>	
<b>Programs/Projects</b>	
Center and Agency NPR T123.x support.....	Kelly Looney, CS40
Program/Project (system) Engineering Support.....	Kelly Looney, CS40
Center & Agency Earned Value Management Support.....	Daniel Kirby, CS40
Schedule Estimation/Analysis.....	Ken Fock, CS40
Work Breakdown Structure/Accounting System Interface.....	Jimmy Black, CS40
Schedule-Based, Joint Cost-Schedule Confidence Level Estimates.....	Jimmy Black, CS40
Parametric-Based (Phase A), Joint Confidence Level (JCL) Estimates.....	Andy Price, CS50
Cost Estimation/Analysis, Engineering Economic Analysis.....	Andy Price, CS50
<b>Institutional and Capability</b>	
Program/Project Mission Support Schedule Analysis & Assessment.....	Mary Duncan, CS40
IPR&E Assessments, Analysis, Studies, & Planning.....	Cheryl Harrell, CS40
Center Integrated Technical Capabilities.....	Cheryl Harrell, CS40
Strategic Workforce Planning.....	Dinah Williams, CS40
<b>Program and Business Development</b>	
Space Act & Enhanced Use Lease (EUL) Planning / Approval.....	Scott Jackson, CS10
Proposal Authority to Proceed & Bid & Proposals (B&P) Requests.....	Steve Lambing, CS10
Center Technology Investments.....	Norman Fitzgerald, CS10
Business Base Forecasting & Assessment.....	Wes Brown, CS13
Environmental, Policy & Market Research.....	Ruthie Williamson, CS10
Center Development Newsletter.....	Tella Schneider, CS10



OSAC SERVICES	POINT OF CONTACT
<b>EXTERNAL COMMUNICATIONS</b>	
<b>Media and Public Inquiries</b>	
Media Relations.....	Jane Malone, CS20
Public Inquiries and Information Materials.....	Gabriel Heibel, CS20
Freedom of Information Act (FOIA) Requests.....	Jodi Hollingsworth, CS20
<b>Communication Support</b>	
Science & Mission Systems Office—Comm Products & Integration.....	Carrie Sloan, CS30
Science & Mission Systems Office—Public Affairs.....	Kim Newton, Janet Anderson, CS20
Engineering Directorate—Comm Products & Integration.....	Kelly Stray, CS20
Engineering Directorate—Public Affairs.....	Steve Ray, CS20
Institutional—Comm Products & Integration.....	Kim LeFlock, CS20
Institutional—Public Affairs.....	Angela Storey, CS20
Ares Program Office—Public Affairs.....	Jennifer Starnes, CS20
Shuttle Program Office—Public Affairs.....	Steve Ray, CS20
Communication Product Development (center overview, brochures, etc.).....	Ann Velle, CS30
Communication Materials Review (CMR).....	Glenn Ayers, CS30
<b>Community &amp; Stakeholder Relations</b>	
Speakers Bureau (Speakers for Public Outreach).....	Marcia Catton, CS30
Proposed V/P Support & Tours.....	Pat Ruler, CS30
Community Relations.....	Steve Strub, CS20
Legislative Outreach.....	Kevin McGraw, CS20
Exhibits & Models.....	John Dunsaul, CS20
Visitors Center.....	Dia Matheiffe, CS20
<b>INTERNAL COMMUNICATIONS</b>	
Communicative Planning for Center Initiatives.....	Laura Provyn, CS10
Communication Tools for Employees (Center Career Website).....	Jamila Messinger, CS10
Marshall Star Daily Planet (Center news publications).....	Jessica Eagan, CS20
Inside Marshall Internal employee website.....	Jessica Norman, CS20
Focus on Marshall (Centerwide video series).....	Lori Meggs, CS20
To The Point (MSFC newsletter for supervisors).....	Ana Gorman, CS20
Centerwide Announcements.....	Meghan Davidson, CS20
Center Director's Blog (Launching Conversations).....	Laura Provyn, CS10
Special Events Planning & Management.....	Linde Southworth, CS30
History Office.....	Mike Wright, CS20





# Comm Corner Updates-Situational Awareness Page

Created a situational awareness page on Comm Corner, with resources that provide links and RSS feeds to increase awareness of issues related to NASA and space program

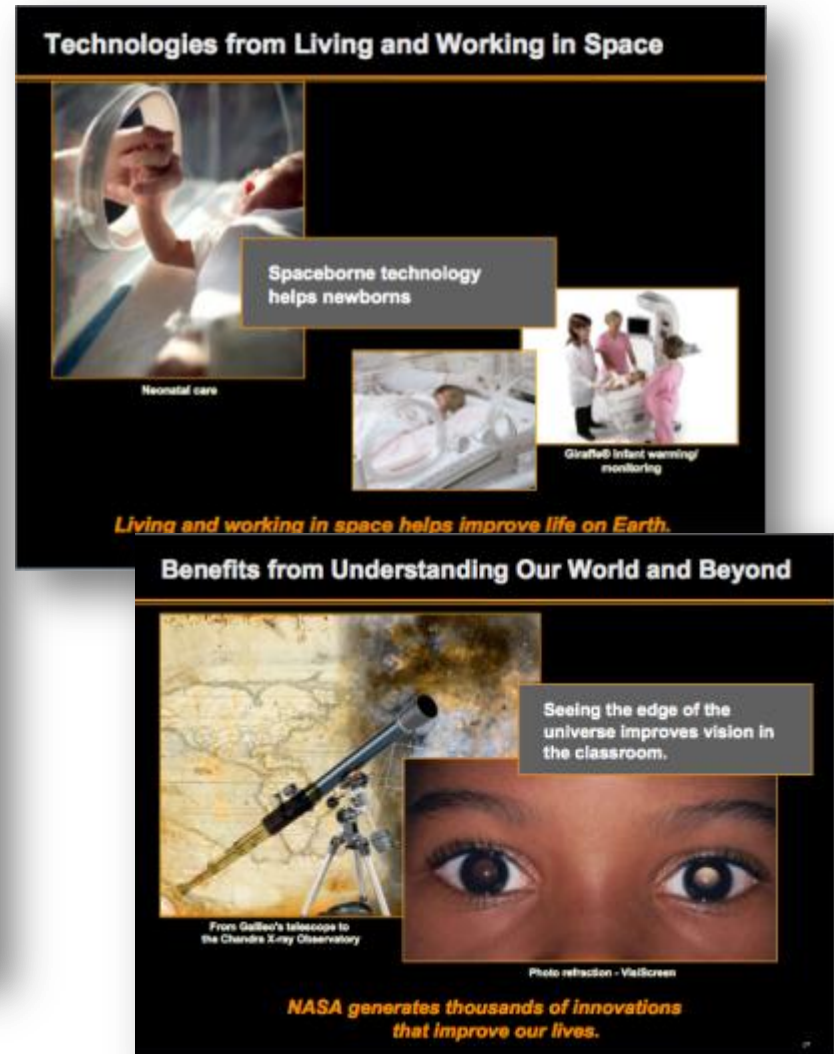


“What’s New” e-mails: October, November



# NEW Marshall Center Overview

Updated center overview charts to communicate current position of agency and Marshall.



# Center Overview for Youth

**Refined plan for Center Overview for Youth project. Images below are drafts and storyboards to support plan, which will be presented to Comm Managers early next quarter.**



Internal Speakers Bureau page with resources to use in educational outreach



Additional online tools for students and teachers in "Learning Launchpad"



Engaging and inexpensive handout for speakers to give to students and teachers



# Faces of Marshall Promotion

Carried out promotional campaign to create awareness of new Faces of Marshall videos.

Collaborated with CS20 to communicate through ETV, Marshall Star, Heads Up and various social media outlets.



Learn more about these and other people at Marshall

[www.nasa.gov/marshallfaces](http://www.nasa.gov/marshallfaces)

## *'Faces of Marshall': Watch and learn about your co-workers*

In April of this year, the "Faces of Marshall" campaign was introduced to communicate the significant work done at the Marshall Space Flight Center through its diverse and skilled work force.

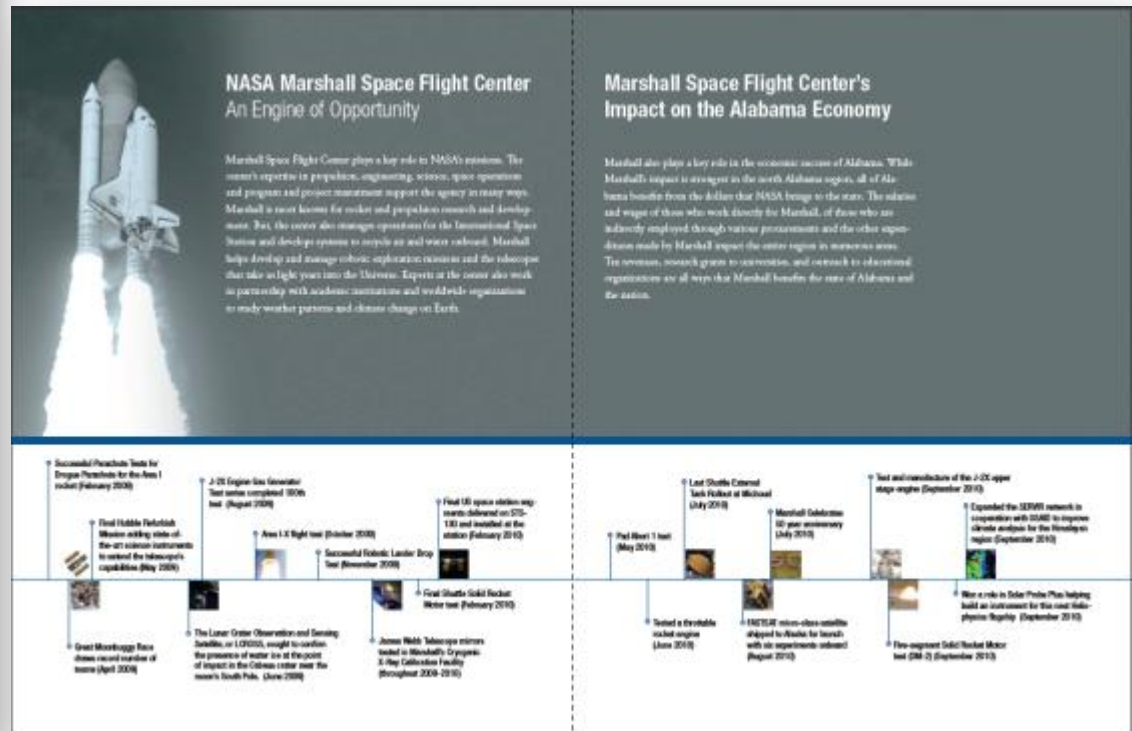
The Faces of Marshall campaign includes a public website and printed brochures that tell the story of Marshall through its people. Their unique experiences, struggles and victories weave together around Marshall's history and successes.

One of the Faces of Marshall is Mallory Johnston, a young, enthusiastic Marshall engineer who speaks about her future. "I hope that I do more ridiculous things, like go on to medical school or become an astronaut or go to space myself. I don't want to stop dreaming big. I don't want to feel like I've reached my potential."

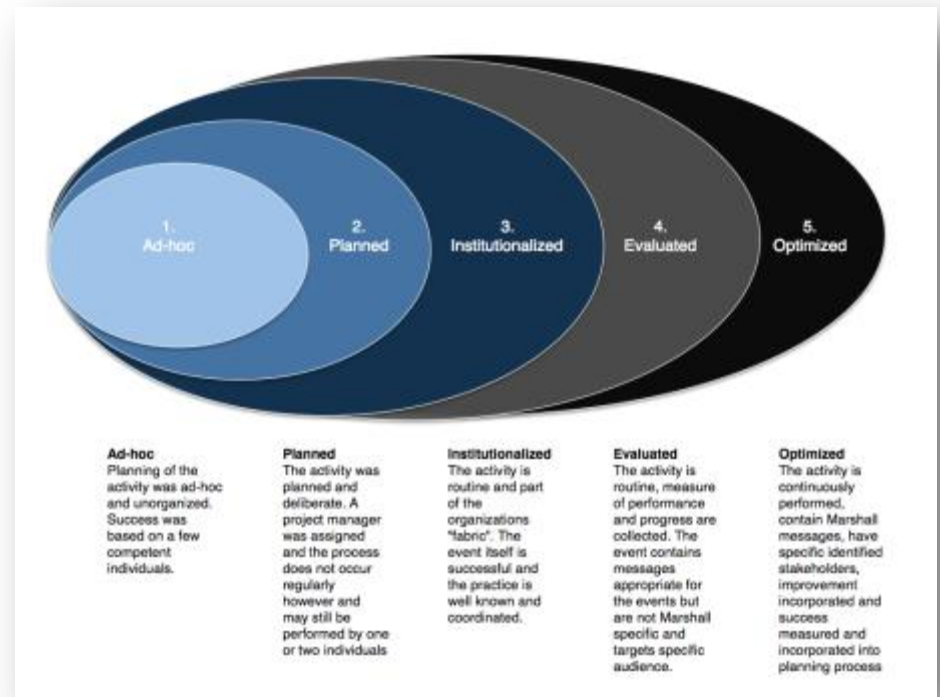
The Faces of Marshall website launched last spring with written stories about 12 people. The site now includes nine new video stories featuring 10 people that were shown at the Marshall 50th anniversary event Sept. 8. Visit the site and learn about your co-workers. Who knows, your story might be next!

Visit the website for more information [www.nasa.gov/marshallfaces](http://www.nasa.gov/marshallfaces).





## Created template and graphics for the Schafer Annual Measurement Report.



### Space Shuttle Launch Support Kennedy Space Center Press Site



***Provided public affairs support at 15 shuttle launches at KSC since April 2007***

- Staffed Marshall desk at KSC Press Site.
- Researched and responded to reporter queries about shuttle propulsion systems.
- Escorted national and international media
- Attended Space Shuttle Program meetings.

***Products:***

*Press Kits*

*News Releases/Media Advisories*

*Web Blurbs*

*Point Papers and RTQs*

*Marshall Star stories*



## 2010 Combined Federal Campaign

**Marshall Center 2010 CFC fundraiser, Sept. 30 to Dec. 10, yielded a record \$738,618 -- above and beyond this year's \$675,000 goal!**

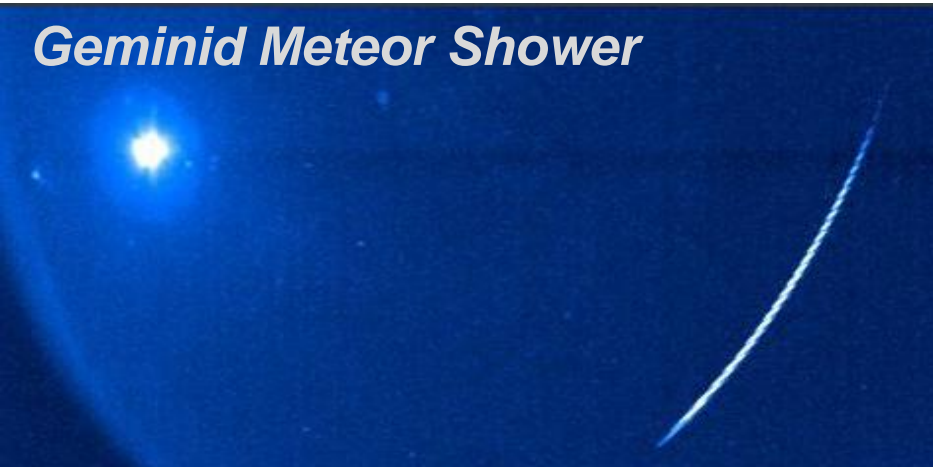


**CS20 wrote 13 Marshall Star articles, including interviews with participants, photos of CFC activities and a running campaign tally; wrote news products and escorted media for the Oct. 21 CFC rally; and provided twice-weekly CFC Facebook updates.**

### **'Up All Night' Web Chats Shine in December**

*Two wildly successful live Web chats connect worldwide audience with Marshall astronomers as they ask questions and report observations for the Geminid meteor shower and the solstice lunar eclipse.*

#### **Geminid Meteor Shower**



- 4,000 Facebook "Likes" / 2,650 tweets;
- 2,350 interactive user comments;
- 1,878 chat participants – a new NASA record;
- 3,500+ questions received, 500+ answered;
- 125,000+ views on chat-related Web pages in a 36-hour period.

#### **Solstice Lunar Eclipse**



- 21,000 Facebook "Likes" / 2,800 tweets;
- 2,400+ interactive user comments;
- 3,174 chat participants – breaking the NASA record we set the week before;
- 3,000+ questions received, 500+ answered;
- 200,000+ views on chat-related Web pages in a 36-hour period.

### NASA Goes Pink

From Earth's topography to far away moons and supernovas -- a growing set of pink-hued NASA images, compiled in honor of Breast Cancer Awareness Month.



### *Think Pink, NASA-Style*

In October, the Marshall Center Flickr account developed a series of pink-hued astronomy images for Breast Cancer Awareness – and raise awareness it did.

- 146,000+ *Flickr* views; 25,000 views on [www.nasa.gov](http://www.nasa.gov)
- 1,500+ positive user comments;
- Media coverage included [al.com](http://al.com), *Ladies Home Journal*, *WHNT TV*, and numerous blogs and tweets.



## Focus on Marshall

**The Focus on Marshall team highlighted all of the activities surrounding the Marshall Center's 50th anniversary celebration.**



- *Aired on NASA TV and Marshall TV and [www.nasa.gov](http://www.nasa.gov);*
- *Coverage resulted in more than 2,100 video and page views*

# Media Relations/Diversity & Minority Outreach

## Unity Through Diversity *Throughout 2010, Marshall celebrated its diverse, inclusive work force*



- *February – Black History Month*
- *March – Women’s History Month*
- *May – Asian/Pacific Islander Heritage Month*
- *August – Women’s Equality Day*
- *September – Hispanic Heritage Month*
- *October – Disability Awareness Month*
- *November – Native American Heritage Month & Veterans Day*
- *Among some 170 media products CS20 issued in 2010:*
  - *8 products highlighted diversity-themed Marshall teaming events, resulting in nearly two-dozen Huntsville-area print, television, radio and Internet news stories*
  - *12 local, regional and national news products focused on the work of minority employees at Marshall*
  - *45 products included the expertise and contributions of minority team members across Marshall*

# Media Relations/Public Outreach

facebook

Search

Home

Profile

Account

## NASA Marshall has a great 2010 on Facebook!

58 minutes ago CLEAR

Wall Info Photos Notes Video +

Share: Status Photo Link Video

Options



Nasa Marshall Remembering Christmas on the moon with Apollo 8...



### NASA - Apollo 8: Christmas at the Moon

www.nasa.gov

At the close of one of the most turbulent years in American history, millions across the world were watching and listening when Apollo 8 went into lunar orbit on Christmas Eve.

58 minutes ago · Like · Comment · Share

Wendy Ratliff Williams, Dan Jones, Christopher Melton Maidt and 4 others like this.

Write a comment...



Nasa Marshall Terrific time-lapse capture of the Dec. 20-21 total lunar eclipse!



### Winter Solstice Lunar Eclipse 2010

www.youtube.com

Time Lapse Video of Lunar Eclipse on December 21, 2010 from Gainesville Florida. 1:10 AM EST (6:10 GMT) to 5:03 AM EST (10:03 GMT). Music is Claude Debussy Noctures: Sirènes

about an hour ago · Like · Comment · Share

Robert Goodwin, Joann Lemmenes, Tracy DeBerry and 8 others like this.



View Photos of Me (83)

View Videos of Me (17)

Edit My Profile

NASA's Marshall Space Flight Center in Huntsville, Ala. -- leading America's mission in space and working to improve life here on Earth.

Information

- To date, Marshall's presence on Facebook includes seven FB pages and nearly 12,000 friends & fans!
- 3,000+ updates, links & photos
- 13,000+ user comments & "Like This" approvals!



Done



## *Marshall Flickr is 'Fenomenal'*

Marshall's photos on Flickr, the social photo sharing site, are reaching new audiences to excite and educate them about Marshall's programs and missions. 3.8 million views – and growing!

***"Your [NASA] photos get us a little closer to heaven ..."***

*-- Mary, one of 7,000 Marshall Flickr contacts*



- 1,470 photos, 3.8 million views and counting;
- 28,000 positive user comments/like this;
- Reaching new audiences, positive buzz;
- Excellent cross-promotion between Marshall-managed Web sites and other social media channels.

**flickr®** from **YAHOO!**





## Marshall In The News



### Specialty Coverage

- TV coverage included San Diego, Houston, Orlando, Miami, Kansas City, CNN and National Geographic.
- Radio coverage included Pittsburgh; Austin, Texas; and National Public Radio (NPR).

### Marshall News Analysis

- During the quarter, 61 editions of Marshall In The News were produced with 699 stories related to Marshall programs, missions and personnel. Coverage was featured in such media outlets as Space.com, Popular Science, Aviation Week & Space Technology, LA Times, NY Times, Washington Post, and USA Today.



## MARSHALL IN THE NEWS

FRIDAY, NOVEMBER 12, 2010



### Local News - Print

#### Cracks may delay launch

*The Huntsville Times, Huntsville-Decatur-Florence, AL*

November 11, 2010

[Click To View](#)

NASA discovered cracks in Discovery's fuel tank Wednesday, an added problem that will complicate trying to launch the space shuttle on its final voyage this year.

## Meticulous Metrics Management: The Numbers Don't Lie!

*Media. Exhibits. Public Inquiries. History Office. FOIA: CS20 metrics add up to success*

FileMaker Pro - [Media Coverage Report (MSBRAV07)]

File Edit View Insert Format Records Scripts Window Help

Browse

Layout: Release

Record: 1

Found: 149

Total: 3643

Sorted

### News Release Log

Home New Entry Find 2010 Find in 2010 Print Entry  
To Report Sort Find All 2009 Find in 2009 Close

Release	Type	Date	Writer	PAO	Title
10-122	Photo	9/21/2010	Boen	Stanfield	Photo: J2-X gas generator testing

Click to Enter Distribution

No. Outlets	Products	Program	Joint
1	Photos VF LS Radio	Constellation	

Minority Min. Sup. Min. Category Enter Multiple Minority Here CPB Portal

Release	Type	Date	Writer	PAO	Title
10-121	Media Advisory	9/20/2010	Smith		

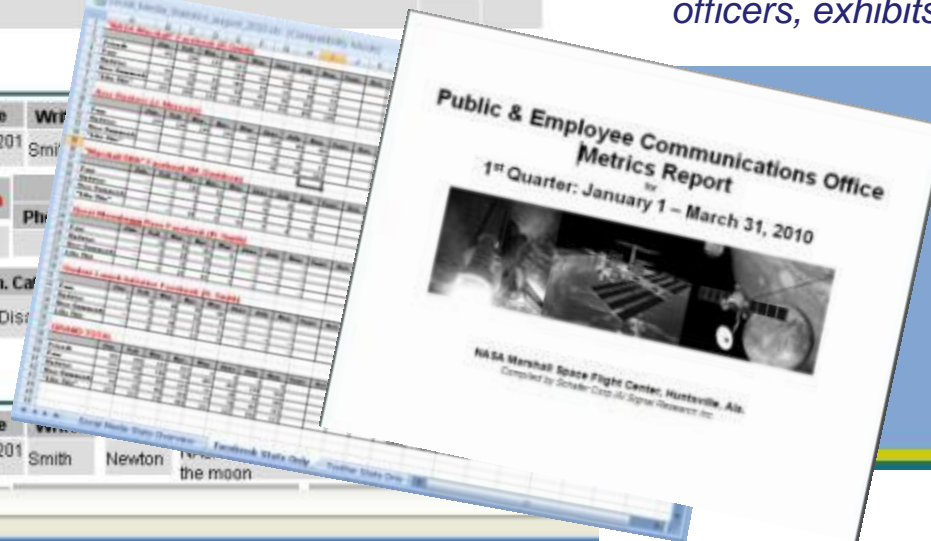
Click to Enter Distribution

No. Outlets	Products	Program	Joint
55			

Minority Min. Sup. Min. Category Enter Multiple Minority Here CPB Portal

Release	Type	Date	Writer	PAO	Title
10-120	Media Advisory	9/16/2010	Smith	Newton	the moon

- Tasked our national clips provider, Utah News Clips, to provide daily media metrics beginning in late 2009 -- data supports quarterly and monthly media metrics reports to CS20 management.
- Additional metrics databases underpinning comprehensive quantitative/qualitative media reporting data dating from the mid-1990s.
- State-of-the-art metrics tracking for Internet and social media products, pages and campaigns.
- Monthly, quarterly and annual CS20 metrics reports draw on inputs from two-dozen writers, public affairs officers, exhibits leads and other key personnel.



NEWSWORTHY  
SINCE 1986



### ***Run, Run, Rudolph – Santa's Gotta Make It to Town...***

...or maybe he can rest since OSAC is on the case. For Christmas 2010 – the 10th consecutive year -- the Office of Strategic Analysis and Communications donated time, money, and gifts in a massive outpouring of generosity, led by a mysterious team of “reindeer” volunteers.



#### ***Making Seasons Bright***

- *64 Salvation Army Angels adopted, ranging in age from 6 months to 87 years old*
- *More than 1,000 items of food, clothing, toys, and necessities donated, with estimated value of \$10,000+*
- *More than 70 OSAC and MITS volunteers*
- *Hundreds of laughs and smiles generated on Christmas Eve/Christmas Day*
- *North Pole spies report Santa is considering a personnel change after hearing about OSAC's whizz-bang team of "reindeer." The elves are not happy with us...*

## *American Association of Retired Persons (AARP)*

*Orlando, Fla.*

*Sept. 30-Oct. 3, 2010*



Support for the annual convention of the American Association of Retired Persons (AARP) in Orlando, Fla., involved researching new exhibit material, designing lightweight graphics, developing a detailed floor plan, and installing and dismantling exhibits from several centers.

## *Challenger Space Center*

*Peoria, Ariz.*

*Nov. 10, 2010 to present*



NASCAR driver Michael McDowell, left, and astronaut Bill Gregory kicked off a “NASCAR Day at Challenger” Nov. 10, 2010.



NASA displayed a comparison exhibit of a Shuttle Tire, Historic Lunar Rover Tire and a NASCAR Tire.



## ***NASA Exploration Experience Traveling Exhibit***

***Burlington, Vt., and Columbus, Ga.***

***Oct. 15-16 and Nov. 11-13, 2010***

*As a Nor'Easter slowly starts to move out of the Burlington area, the public lines up to see what NASA has brought to their city.*



*The Exploration Experience support staff brave the rain, wind and cold -- known by the locals as RAW (Really Awful Weather).*



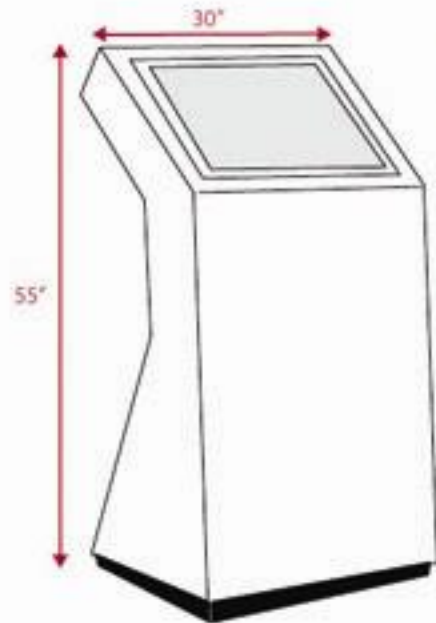
*Visitors, including members of Georgia Congressman Sanford Bishop's staff, view in 3D to learn how NASA benefits daily lives.*

*A future astronaut walks away after his visit.*



*Coca-Cola Space Science Center Executive Director Dr. Shawn Cruzen has his photo taken in a moon suit during the Coca-Cola Space Science Center's Veterans Appreciation Weekend.*

### *Design of the NASA Home and City-Mini kiosk*



*Tasked to build a smaller, touchscreen kiosk using NASA Home and City software, the contractor Exhibits Team designed and constructed a mini, hands-on version of the parent exhibit.*



## *NASA Exploration Experience Traveling Exhibit*

*West Caldwell, N.J.*

*Nov. 1-4, 2010*

*Students and teachers from Grover Cleveland Middle School pose for pictures after touring the Exploration Experience.*



*Exhibit staffer Larry Jones of Marshall talks to visitors about his work with the space shuttle.*



*Young visitors check out the various parts of the space shuttle as exhibit staffers talk about the upcoming launch of space shuttle Discovery.*

*Exhibit staffer Roena Love of Marshall helps a young visitor with his souvenir photograph after he toured the Exploration Experience.*

### *NASA's Marshall Building 4755 Tourstop*



*The Marshall Exhibits Team converted a cleaned-out workspace in Building 4755's north high bay into a staging area for guided tours. The area features lighted showcases, informational signage and relevant display hardware. Plans are to include video and hands-on elements, now in production in collaboration with Multimedia and NASA TV. Display cases and graphics also populate the lobby and corridor leading into the main exhibit area. Plans include renovating the entire length of the hallway.*

## ***NASA Exploration Experience Traveling Exhibit***

***Smyrna, Del., and Providence, R.I.  
Oct. 22-23 and Oct. 27-29, 2010***

*NASA scientist and engineer Kathy Loftin of Kennedy Space Center helps visitors exit the exhibit during the Delaware AeroSpace Education Foundation's Family Fundraiser Day.*



*NASA engineer Guy King of Johnson Space Center discusses the International Space Station with Smyrna visitors.*



*Long lines of visitors form to the NASA Exploration Experience.*



*Teacher Anna Saccoccio is interviewed by Providence news reporter TJ Desanto about the Exploration Experience.*



*Thank-you posters from students from Greene Middle School in Providence, R.I.*



*Students learning about the Challenges of Human Space Flight in 3D.*



### *Space Shuttle Main Engine Models*



*The Exhibits contractor model-making team built 30 high-fidelity, 1:15 scale, space shuttle main engine models for the Shuttle Program Office.*



## Marshall Center Speakers Bureau Volunteers In Action



More than 200 Marshall Speakers Bureau volunteers take time to share their enthusiasm for the space program with the public and students throughout the region. From the classroom to the boardroom, they talk about the work they do for NASA and the excitement of space exploration and discovery for the future.



## Engineering Leadership Reaches Diverse Audiences

Equipping Marshall Engineering with Relevant, Compelling Communications  
Speeches • Briefings • Technical Papers • Team Messages



I recently had the opportunity to participate in a focus group discussion around a major issue I've titled "Getting to First Flight: How to Break the Start/Stop Cycle". This idea has fermented around the fact that for the last couple of years many of us have been deeply engaged in the efforts to design and develop the next human space launch system.



It is times like these, however, that provide the unique opportunity to become introspective, starting a new journey of personal and emotional growth and learning. It requires real humility to seriously assess one's shortcomings, weaknesses, and failures, but the rewards can be amazing and definitely worth the effort.

As a wise man once said, "Change is inevitable, but growth is optional." So, as we journey together, I encourage us all to look "inside" and consider how we can improve our overall effectiveness. In the focus group, we talked about how easy it is to point to the issues that we were handed, but there is always more to the situation when we stop and look in the mirror.

Although, there have been many potholes and roadblocks along the way, the opportunity to be up to our elbows in design, analysis, manufacturing, and testing flight hardware and software has been a dream come true. While the hardware is impressive, it's the "software" that does the integrating, and I'm not talking about 1's and 0's. I'm talking about the flesh and blood of incredibly talented, enthusiastic, and capable people.

The mission of exploration touches the deepest roots of human nature, so it is easy to throw our energy, talent, and pure desire into the job. Our heritage culture "We are heroes — we can do anything," rapidly infuses across the community anxious to get going and deliver engineering solutions for complex requirements. The missions, spacecraft, and discoveries are all individually and collectively important, but having the privilege to work with such an incredible cadre of people throughout my career continues to be the thing I love most about this job.

It is for these reasons that the transition we are currently dealing with is particularly difficult. The focus group recognized that with the imminent retirement of the space shuttle and being at the corner of a national policy debate, we find ourselves in a situation that even our best efforts, enthusiasm, passion, and desire has little ability to influence. So, the question becomes "What can we control?" The individuals in this group, like most of us, crave the impossible, never shrink from a challenge, and relish the opportunity to share what we can do. But these skills are not very effective in this state of affairs.

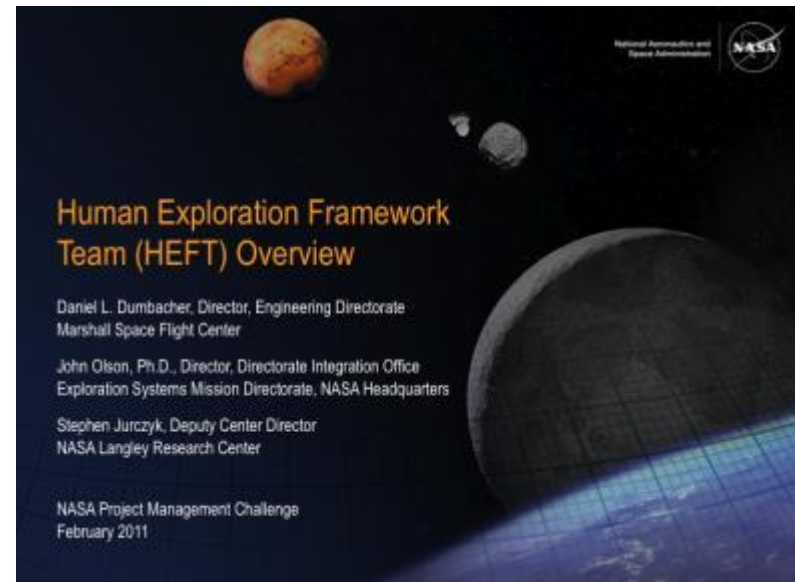
There are situations in life where hard work, intelligence, energy, and the "I can do anything/fix anything" attitude is simply not enough. These are the most difficult circumstances and are usually accompanied by emotions of blame, anger, sadness, and grief.

Our team has been incredibly productive, even when confronted with significant technical, budgetary, and programmatic complexities. However, on the eve of the next big challenge, we need to get really curious and consider the possibility that we may have unintentionally adversely affected the situation. Is it possible that our approaches, rigor, attitudes, and behaviors contributed to schedule, budget, and performance issues? For example, there were unintended consequences of changes in engineering philosophy after the tragic Columbia accident. Allowing engineering to focus on technical solutions, with little regard to cost and schedule, created dysfunction in decision goes.

I wonder whether we understood our teammates' positions and stressed them to perform, and vice versa. Did we maintain a vigilance focus on the integrated system, while working through the daily conflict of interdependent requirements? Recognizing that there were lots of issues around decision making, were we willing to accept and implement decisions that conflicted with our preferred answer? Were we willing to accept the uncertainty associated with early design cycles, or did we need to analyze every possible scenario, as if we were approaching an operational anomaly resolution or a failure investigation?

This is a great opportunity for us to rebuild and improve our processes, approaches, and most importantly, our relationships. Good practices and associated processes are important, but learning what it really means to do "lean" development is more about people and trust than mere processes. I'm confident that we can all grow from this experience, and when the direction becomes defined, we will be more effective and deliver more than expected.

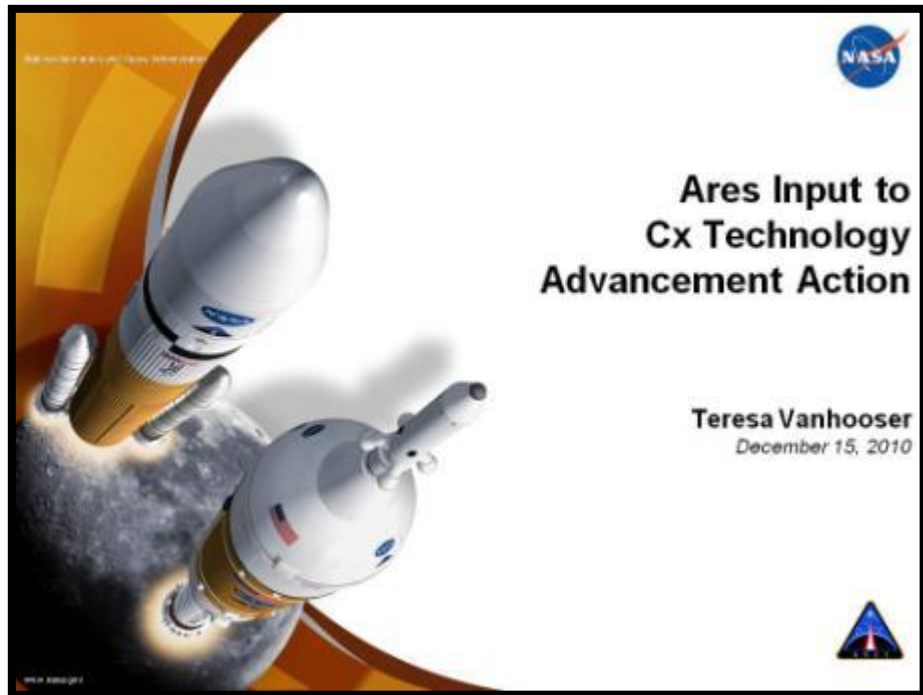
Let's go fly!



Potential stakeholder reach of more than 46,000 individuals:

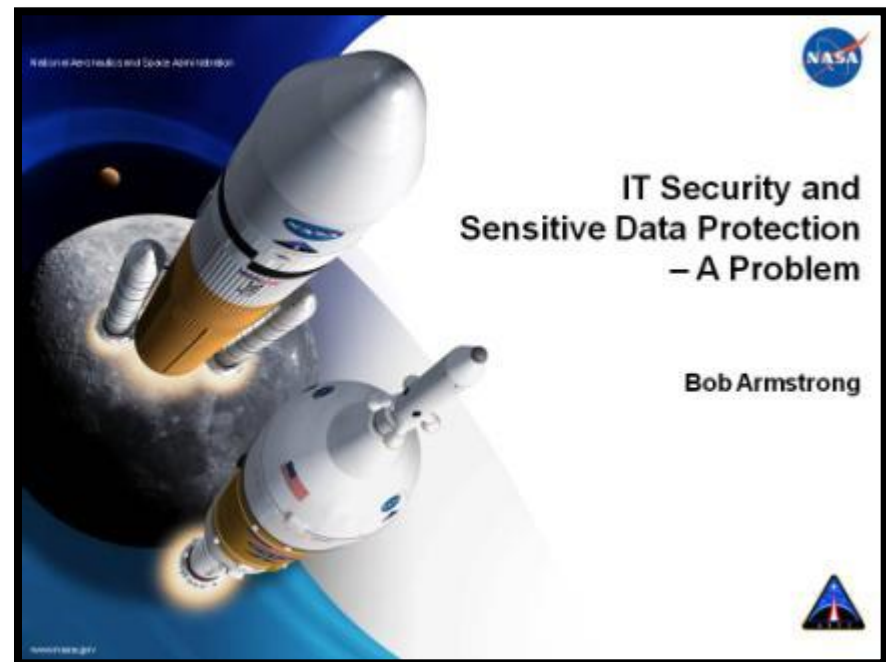
- Von Braun Symposium
- Human Spaceflight Affordability Summit
- Systems Engineering Lessons Learned Forum
- Space Systems Quarterly Newsletter
- Engineering supervisors all-hands meeting
- Engineering team messages
- Engineering FY11 Communication Plan

# Constellation Program Direct Support



Supported Constellation Technology Advancement activity by creating and reviewing Ares input

Worked with Ares IT security lead to create presentation to be given to Ares managers





# Lunar Quest Program Communications Support

## *Lunar Quest Communications Support*

*Exhibited Lunar Quest Globe at Association of Science & Technology Centers in Honolulu Oct. 2-4, and at the U.S. Science & Engineering Festival in Washington Oct. 23-24, hosting approximately 21,000 visitors*





# Lunar Quest Program Communications Support

## Lunar Quest Outreach Products

Developed content and coordinated Lunar Quest Fact Sheet with program management and Marshall's Public Affairs Office.

National Aeronautics and Space Administration

### Lunar Quest Program

**Introduction**

NASA's new Lunar Quest Program is a multi-element program consisting of flight missions, instruments for lunar missions of opportunity, and research and analysis efforts. Marshall Space Flight Center has program management responsibility for the Lunar Quest Program, providing overall mission management oversight.

**Lunar Reconnaissance Orbiter (LRO)**

At 5:32 p.m. EDT, June 18, 2009, a United Launch Alliance Atlas V rocket roared off the launch pad at Launch Complex 41 at Cape Canaveral to begin the Lunar Reconnaissance Orbiter (LRO) and Lunar Crater Observation and Sensing Satellite (LCROSS) missions to the moon. LRO is scheduled for a one-year exploration mission at a polar orbit of about 31 miles, or 50 kilometers.



LRO will move into its science phase in September 2010, when the program management responsibility moves from the Exploration Systems Mission Directorate to the Science Mission Directorate at NASA Headquarters. LRO will continue to map the moon for two additional years during its science phase and could possibly perform science observations of the lunar surface for a total of four years.

LRO is leading NASA's way back to the moon. The primary objective of LRO is to conduct

investigations that prepare for future lunar exploration. Specifically, LRO will scout for safe and compelling landing sites, locate potential resources (with special attention to the possibility of water and ice) and characterize the effects of prolonged exposure to the lunar radiation environment. In addition to its exploration mission, LRO will return rich scientific data that will help us understand the moon's topography and composition.

Seven scientific instruments orbit LRO. The instruments include the following:

- Cosmic Ray Telescope for the Effects of Radiation (CRATER)
- Diviner Lunar Radiometer Experiment (Diviner)
- Lunar Alpha Mapping Project (LAMP)
- Lunar Exploration Neutron Detector (LEND)
- Lunar Orbiter Laser Altimeter (LOLA)
- Lunar Reconnaissance Orbiter Camera (LROC)
- Miniature Radio Frequency Technology Demonstration (Mini-RF)

All lunar data sets will be deposited in the Planetary Data System, a publicly accessible repository of planetary science information, within six months of primary mission completion. The processed data sets will provide a deeper understanding of the moon and its environment. This will clear the way for a safe return to the moon and for future human exploration of our solar system.

**Robotic Lunar Lander Development Project**

NASA's Marshall Space Flight Center and the Johns Hopkins Applied Physics Laboratory (APL) are leading the Robotic Lunar Lander Development Project to create a new generation of robotic lunar landers. The project is conducting test and risk reduction activities

**NASAfacts**



to develop a versatile robotic lunar lander that will enable national scientific and exploration goals. The lander will be capable of landing on the near side or far side of the moon, inside or on the edge of craters, and it will be designed to withstand extreme environments on the lunar surface. The project's test and risk reduction activities could even enable future surface missions to other airless bodies in the solar system, such as Mercury, Europa, and asteroids.

The Robotic Lunar Lander Development Project is conducting test and risk reduction activities through unique collaboration and by leveraging existing government and industry resources. The Lunar Lander Exploration Test Bed is a joint effort that includes NASA's Marshall Space Flight Center, APL, and the Von Braun Center for Science and Innovation, which comprises academic and private industry partners. The project's propulsion risk reduction activities are leveraging heritage hardware through new applications of Missile Defense Agency and Department of Defense technology.

**The Lunar Atmosphere and Dust Environment Explorer (LADEE) Mission**

The Lunar Atmosphere and Dust Environment Explorer (LADEE) is under study for launch in 2012 on a Mission-V. LADEE is designed to characterize the tenuous lunar atmosphere and dust environment from orbit.



The scientific objectives of the mission are:

- 1) Determine the global density, composition and time variability of the tenuous lunar atmosphere before it is perturbed by further human activity.
- 2) Determine the size, charge, and spatial distribution of electrostatically suspended dust grains and assess their likely effects on lunar exploration and lunar-based astronomy.
- 3) Document the dust impactor environment (size-frequency) to help guide design engineering for the outpost and for future robotic missions.

LADEE will have a mass of about 150 kg. It is targeted as launch on a Mission-V launch vehicle in 2012. In addition to the science objectives, the mission will be using a new spacecraft architecture called the Modular Common Bus. The bus is being developed by NASA as a flexible, low cost, rapid turn-around spacecraft for orbiting and landing on the moon and other deep space targets. Such a capability could enable the Agency to achieve future science goals for reduced cost.

**The Lunar Mapping and Modeling Project (LMMP)**

The Lunar Mapping and Modeling Project (LMMP) is developing a suite of lunar mapping and modeling products that support lunar science, exploration, commercial, and educational and public outreach activities. The Lunar Mapping and Modeling Project is managed by NASA's Exploration Systems Mission Directorate.

The project draws on expertise from several NASA and non-NASA organizations. These organizations are the Marshall Space Flight Center, Ames Research Center, Goddard Space Flight Center, the Jet Propulsion Laboratory, the United States Geological Survey, and the U.S. Army Cold Regions Research and Engineering Laboratory. The LMMP will utilize data predominantly from the Lunar Reconnaissance Orbiter (LRO) as well as historical and international lunar mission data (e.g., Apollo, Lunar Orbiter, Kaguya-Chandrayaan-1), as available and appropriate. The LMMP will provide access to this data through a single, easy-to-use NASA portal that transparently accesses widely dispersed and distributed collections of lunar data, products and tools. Through this portal, the LMMP will provide such products as image mosaics, digital elevation models, hazard assessment maps, lighting maps and models, gravity models, and resource maps.

For more information, please visit [www.nasa.gov/lunarquest](http://www.nasa.gov/lunarquest).

National Aeronautics and Space Administration  
Marshall Space Flight Center  
Huntsville, AL 35812  
[www.nasa.gov](http://www.nasa.gov)

NASA Facts

# Robotic Lunar Lander Development Project Communications Support

## ***Robotic Lunar Lander Communications Events and Products***

*Coordinated RLLDP participation in national and local events and conducted VIP and media tours of Robotic Lander Test Bed*



*Coordinated and staffed RLLDP exhibit at U.S.A. Science and Engineering Festival on National Mall in Washington*



*Coordinated tours of Robotic Lander Test Bed for VIPs including U.S. Senator Richard Shelby and others*

## *Significant Accomplishment Details by Organization*

## • Program Management

- Provided administrative and technical management for contract direction, control, and integration in all areas of OSAC Support Services contract.
- Provided guidance for development of Marshall Strategic Communication Plan and Roadmap meetings.
- Held weekly Contractor Collaborative Forum (CCF) meetings, promoting collaborative and integrated work environment.
- Hosted monthly CCF focused on Measurement of Communication activities to elevate the priority of measurement within the contractor team working toward OSAC as a goal.
- Developed a measurement framework to provide outcome based measurement to both single and consolidated events.
- Managed the following IDIQ task orders:
  - NNM08AA13T Lunar Quest - Formerly LPRP
  - NNM08AA14T Engineering Communications
  - NNM09AA94T RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN
  - NNM10AA63T Space and You Exploration Exhibit
  - NNM10AA76T Strategic Research and Analysis Support
  - NNM10AA80T Strategic Assessment
  - NNM10AA88T Ares Monograph
- Coordinated and provided required verification and support to Marshall procurement in the development of contract modifications 49 – 51.
- Held monthly contract status meeting with OSAC Director, Deputy Director, CS10, CS20, and CS30 communication managers.
- Coordinated with Kristen Erickson and procurement on the development of an IDIQ task order to support NASA HQ Planetary Science Division.



- **Contract Management**

- Using our new purchasing database during this third option year, Schafer is within 2.88 percent on all material estimates (totaling more than \$1.2 million).
- Developed purchasing handbook, outlining purchasing procedures from start to finish.
- Completed first stage of fiscal year 2010 property audit; results will be submitted upon completion of audit.

- **Property Management**

- Acquired and submitted signature and photo documentation of 19 loan agreements with Equipment Control Number (ECN) property for annual inventory campaign.
- Processed transfer of more than \$504,000 in artifacts to U.S. Space & Rocket Center.
- Developed short-term exhibit loans with Legacy Elementary School (Madison, Ala.), Endeavor Elementary School (Harvest, Ala.), and Jackson County Student Career Fair (Scottsboro, Ala.), and long-term loans with Gayle Planetarium (Montgomery, Ala.) and Challenger Center (Chattanooga, Tenn.).
- Took SharePoint site administrator training to revise CS20 Exhibit Calendar to better meet and track exhibit property requests.
- Processed more than \$17,600 in property with an ECN.

- **Occupational Safety and Health**

- Completed hazardous operation inspection of Building 4631 with no findings.
- Reviewed all job hazard analysis for the following year.
- Installed new horizontal band saw and new panel saw.
- Maintained perfect safety record this quarter.
  - No lost time injuries.
  - No recordable injuries.
  - Completed 100 percent of all required safety visits.
  - Completed 100 percent of required safety briefings.

- **Executive Communications**

- Supported leadership communication through events and products for the center director, deputy center director and associate center director. Topics included FY2011 budget announcements, impacts, and continuing resolution; Marshall's three key initiatives (safety, inclusion, and collaboration); and other select topics. Vehicles included:
  - Center director all-hands
  - Center director video messages on Launching Conversations
  - Marshall Star Director's Corner messages
  - Messages from the center director
- Developed numerous other executive communication products, including talking points, presentations, speeches, e-mail messages, and more for Marshall's center director, special assistant to the center director, associate director, OSAC director, and other Marshall executives supporting effective internal communication. Events and communications products include:
  - Marshall Supervisor Refresher Course
  - Two Space Flight Awareness Silver Snoopy events
  - Huntsville Chamber of Commerce annual NASA/Army outing
  - Hispanic Youth Conference – Space Science Fair at UAH
  - Mid-Level Leader Program
  - Montevallo event
  - CFC rally
  - Leadership Huntsville alumni program center director's message
  - Women in Engineering "Strategies for Breaking the Glass Ceiling"
  - Von Braun Symposium
  - Native American Heritage Day
  - Alabama Society for Professional Engineering

- **Executive Communications (cont)**

- Space Grant Fellows & Scholars awards luncheon
- Tennessee Valley NASA Advisory Committee
- Marshall Veterans Day celebration
- AMCOM Commanding General Rogers center visit and briefing
- Alabama Coalition for Space Exploration meeting
- Federal Agency Task Force meeting
- Lockheed Martin Space Systems Executive Committee meeting
- Marshall holiday tree lighting
- New employee orientation
- ISO Surveillance Audit e-mail to employees
- Women in Engineering employee event
- Women@NASA essay and bio for Robin Henderson
- Congratulations letters to Governor Bentley and Congressman Mo Brooks
- Colonel John Hamilton center overview
- “Connecting with Women” remarks for Robin Henderson
  - Designed and produced OSAC integration charts.
  - Designed and produced OSAC internal situational awareness flyers.
  - Designed and produced OSAC contacts flyers.



- **Strategic Research and Analysis**

- Finalized and submitted 2010 Schafer Integrated Communications Annual Measurement Report, which outlines best practices in communication measurement processes.
  - Developed strategy, methodology, and implementation formulas to provide foundation for measuring future communication activities. Report looks at ten integrated events that were identified by the Roadmap Team to be of strategic value, reviews how OSAC is performing as an organization, and establishes an integrated, overarching, and consistent process within the organization for qualitative measurement of communication effectiveness.
  - Report objectives are to increase awareness and understanding of measurement strategies, establish sustainable measurement practice, and enable communicators to evaluate success of communication practices.
  - Report provides measurement methodology, research, analysis, and recommendations of ten integrated events that are a representative sampling of events, campaigns, activities performed by OSAC every year. Both qualitative and quantitative assessments were performed on each event, including the Great Moonbuggy Race, Student Launch Initiative, Earth Day, Space Ops 2010, Center Director's Breakfast, Behind the Gates at Redstone, Center Director's Day on the Hill, Space and Missile Defense Conference, Center Director's Initiatives Campaign, and FY2010 center director's all-hands meetings.
  - Overall recommendations will form the basis for OSAC's progress toward more strategic and more effective communications.
- The report was developed into a condensed PowerPoint presentation and has been reviewed by CS10 Dennis Boccippio. He has made recommendations and provided the next steps for presenting the report to Comm Managers in January.

- **Communication Strategy, Planning, and Message Management**
  - Managed Integrated Strategic Communication Plan.
    - Initiated FY 2011 planning.
    - Communications managers approved Roadmap Team's 13 measurement opportunities for FY2011; team has added NASA in Montgomery to the measurement list.
    - Began drafting Shuttle Wind Down/What Next integrated communications plan to be executed as shuttle completes its flights; identified approximately 40 existing or planned opportunities for shuttle campaign messaging and selected nine of those ideas to explore.
    - Completed detailed Marshall message delivery/evaluation of the Von Braun Symposium.
  - Worked with Business Development group to draft copy for business development website landing page and first tier of links, to develop analysis of economic development impact reports from five other NASA centers, and to determine whether online direct-response concept being used at Kennedy could serve as model for similar approach at Marshall.
  - Identified and posted three articles on Shuttle Transition website.
  - Supported SES Conclave meetings on diversity and inclusion by attending monthly meetings, providing strategic communications advice, and developing PowerPoint presentation that will be presented to management teams across center.

- **Communication Strategy, Planning, and Message Management (Cont'd)**
  - Coordinated October, November, and December Communicator's Exchange meetings.
    - October Communicator's Exchange included field trip to impact gun testing facility where OSAC employees learned about hypervelocity gun testing and saw Micrometeorite Gun (MMG). Group also viewed Hardware in the Loop laboratory.
    - November Exchange participants heard a presentation on "Applying black belt techniques to enhance communications" presented by OHC's Patty Fundum. OSAC learned how applying a lean six sigma approach to communications could enhance collaboration and integration while reducing waste and saving time. OSAC's Ann Yelle presented an update to the Faces of Marshall campaign.
    - In December, OSAC communicators heard from Mike Ise about Fastrac and Technology Evolution.
- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**
  - Added new situational awareness page.
  - Posted 25 Front & Center articles on Comm Corner.
  - Created and distributed two "What's New" e-mail blasts to promote Comm Corner.
  - Continued to evolve new "Business Development" pages.
  - Provided a new center overview on the Marshall collateral page
- **Marshall Center Development**
  - Created and distributed five issues of "Center Development News."

- **Media**

- Provided public affairs support for space shuttle launch at Kennedy Space Center press site for launch attempt of STS-133 in November, staffed Marshall desk, researched and responded to reporter queries about shuttle propulsion elements, and attended Space Shuttle Program meetings.
- Arranged interviews at Marshall for 12 current and retired shuttle propulsion managers with *Aviation Week* magazine; made location and photography arrangements and provided escort; story was published in December 2010 issue.
- Conceptualized and implemented campaign for coverage of 2010 Geminids meteor shower. Products included media advisory, Web feature, two live Web chats with astronomers Danielle Moser and Rhiannon Blaauw, blog postings, and live-stream camera of peak shower nights. The “up all night” chat campaign resulted in 200,000+ Web page views, more than 1,800 chat participants, 3,500+ questions received, 500+ questions answered, 2,300+ positive user comments, and more than 4,000 Facebook “Like This” shares from the chat promotional page. The result was extensive national and international media coverage.
- Conceptualized and implemented campaign for coverage of 2010 solstice lunar eclipse. Products for this campaign included media advisory; Web feature; two live Web chats with astronomers Rob Suggs, Mitzi Adams, and Danielle Moser; blog postings; and a live-stream view of the eclipse. The “up all night” chat campaign resulted in hundreds of thousands of Web views, thousands of chat participants, 3,000+ questions received, 500+ questions answered, 2,400+ positive user comments, and more than 21,000 Facebook “Like This” shares from the chat promotional page. All of these resulted in extensive national and international media coverage.



- **Media (cont'd)**

- Supported International Space Station with four science features, including “Kids in Micro-g,” “S is for Space Station,” “Boiling Hot in Space,” and “STELLA Steps Out of the Box.” Also implemented weekly highlights report for International Space Station Research and Technology website.
- Edited support materials and made callouts for media opportunity highlighting Marshall's role in development and first 10 years of operation of space station; media coverage included The Huntsville Times, The Decatur Daily, and WAFF/Ch. 48.
- Launched new J-2X rocket engine mission page on [www.nasa.gov](http://www.nasa.gov); developed and launched the J-2X blog on the NASA blog site.
- Managed complete redesign and content overhaul for the space station's Research and Technology website, and associated National Laboratory website.
- Provided public affairs support for Michoud Assembly Facility; maintained Michoud media Web site; and edited/posted three editions of Michoud Messenger employee newsletter.
- Continued campaign celebrating Marshall's 50th anniversary by implementing a comprehensive media campaign plan, promoting with Marshall Star articles, completing a 16-page special issue dedicated to the 50th anniversary, and completing an eight-page special issue celebrating the opening of Marshall.
- Provided media support for Native American Heritage event, Breast Cancer Awareness event, FASTSAT launch telecon, Veterans Day celebration, administrator's all-hands, and space station 10th anniversary telecon.
- Wrote internal and external media products, made callouts, and escorted media for events tied to the annual Marshall Combined Federal Campaign; wrote 13 weekly Marshall Star articles, including in-depth features and weekly updates on giving. Marshall CFC rally drew media participation from Huntsville NewsWire.com, Huntsville Examiner, and WAFF/Ch. 48.

- **Media (cont'd)**

- Wrote and distributed media products, made callouts, and provided escort for Center Director Robert Lightfoot's NASA budget press conference; participating media included The Huntsville Times, Huntsville NewsWire.com, WAAY/Ch. 31, WZDX/Ch. 54, WAFF Ch. 48, and WHNT.Ch. 19.
- Made callouts, prepared background documents, and escorted media for press conference with Robert Garcia, NASA Propulsion Technical Fellow at Marshall and part of the NASA engineering team that aided in the rescue of 33 Chilean miners. Media included The Huntsville Times, Huntsville NewsWire.com, WAAY/Ch. 31, WZDX/Ch. 54, WAFF/Ch. 48, and WHNT/Ch. 19.
- Wrote and edited features, photo captions, and other media products for media telecon preceding Nov. 19 launch of Marshall-managed FASTSAT. Media included Aviation Week, The Decatur Daily, Discovery Channel, The Huntsville Times, The Kodiak (Alaska) Mirror, KMXB-TV in Kodiak, Space.com, and USA Today.
- Received and handled approximately 985 separate internal support requests via Intercom and other sources, wrote or edited more than 350 messages appearing on "Inside Marshall" and in centerwide e-mails, prepared 35 PowerPoint slides for E-TV, prepared more than 500 classified ads for publication in Marshall Star, and handled additional 100 or more miscellaneous queries.
- Prepared 61 editions of Marshall in the News clips package with 699 stories. Major outlets included Space.com, Popular Science, Aviation Week & Space Technology, Los Angeles Times, New York Times, Washington Post, and USA Today. TV coverage included outlets such as San Diego, Houston, Orlando, Miami, Kansas City, as well as CNN and National Geographic. Radio coverage was received in Pittsburgh; Austin, Texas; and on National Public Radio.
- Created quarterly and annual metrics reports for Public and Employee Communications Office that closely tracked its media metrics, and managed 11 databases that provide the basis for these reports.

- **Model Making**

- Built 30 high-fidelity 1:15 scale space shuttle main engine (SSME) models for Shuttle Program Office.

- **Social Media**

- Continued expansion of Marshall's Facebook presence (<http://www.facebook.com/nasa.marshall>) with a steady, 5,000-strong friend list on the primary page and nearly 1,275 fans on the business page (<http://www.facebook.com/nasamarshallcenter>); the twin pages received more than 250 user comments and more than 850 "Like This" approvals.
- Managed dramatic growth for Marshall's Flickr photo pages (<http://www.flickr.com/photos/28634332@N05/>). Marshall's Flickr account has achieved a cumulative total of 3.8 million views, more than 28,000 positive user comments, and more than 7,000 friends/fans.
- Maintained Marshall's 50th anniversary Facebook page, resulting in 491 fans.

- **Employee Communications**

- Researched, wrote, and coordinated 13 Marshall Star stories and photo captions about the Space Shuttle Program; wrote five Web features about the program; and participated in four NASA HQ and Johnson Space Center-level telecons related to the program.
- Worked with Marshall Exchange manager to promote the soon-to-be-published Wings in Orbit, a book about the legacy of the Space Shuttle Program; promoted pre-sales of the book in Heads Up Marshall, Marshall Star, and Marshall Newsroom Web page.
- Provided internal communication support for the center director all-hands, Combined Federal Campaign, holiday Marshall rocket-lighting ceremony, and Marshall holiday reception.

- **Employee Communications**

- Completed the Explornet Internal Communications Plan to push out the new social media platform to Marshall employees.
- Prepared four articles for the December To the Point edition, and began preparation of the January 2011 edition.
  - Produced 11 issues of the Marshall Star in October, November, and December.
  - Produced 56 issues of the Daily Planet in October, November, and December.
  - Designed and completed layout of January 2011 “Year in Review” edition of Marshall Star – a 12-page issue with full-color cover.
  - Developed, wrote, and co-hosted one episode of Focus on Marshall, highlighting Marshall’s 50th anniversary.

- **Exhibits**

- Designed and installed exhibition area and tour stop for Building 4755 by converting cleaned out workspace of building’s north high bay into staging area for guided tours, and filling exhibition area, lobby, and hallway with lighted showcases, signage, and display hardware.
- Made design recommendations for exhibits and artifacts for the Deep Space Network visitor centers in Canberra, Australia; Madrid, Spain; and Goldstone, Calif.
- Supported Canyon Fest in Fort Payne, Ala., and Girls in Science and Engineering Day in Huntsville.
- Recommended and provided exhibits for center and local celebrations such as the Shuttle Pride celebration, NASA Administrator Bolden’s visit, Native American Heritage Month, Veterans Day parade, NASA/Alabama A&M High School Senior Day, and holiday reception.
- Provided exhibit support at Tennessee Valley Corridor Fall Partnership event for Office of External Relations.



- **ESMD Outreach**

- Planned and executed Exploration Experience traveling exhibit stops in Burlington, Vt.; Smyrna, Del.; Providence, R.I.; West Caldwell, N.J.; and Columbus, Ga.
- Organized NASA exhibit at Challenger Learning Center in Peoria, Ariz.; center has requested an extension of this popular exhibit.
- Supported Marshall holiday reception with the Exploration Experience traveling exhibit for employees.
- Provided copy for Exploration Experience 2010 Tour Recap, all-encompassing summary of traveling exhibit outreach activities.
- Began complete overhaul of NASA/NASCAR exhibit, featuring all-in-one-case design for easier, more efficient transport and emphasizing NASA contributions to the general automotive industry rather than NASCAR-only focus.

- **HQ OCP Outreach**

- Provided outreach support for One NASA U.S. Science and Engineering Festival on National Mall; coordinated 34 NASA booths; and provided exhibit support for HQ PAO, ESMD, and Lunar Quest customers.
- Organized and executed agency support of Association of Science Technology Centers annual conference.
- Researched logistics and execution for NASA's Traveling Visitor Center outreach plan.
- Designed and constructed mini, hands-on version of NASA Home and City exhibit for Innovative Partnerships Program in conjunction with ESMD technicians and graphics.
- Recommended and provided exhibit support for press site coverage at Kennedy Space Center for STS-133 launch.

- **Aero Outreach (Kimberlee Buter)**

- Staffed Albuquerque Balloon Fiesta.
- Staffed 2010 International Council of Air Shows Conference; fielded 40 requests for NASA support at air shows.

- **Center Collateral Development**

- Updated center overview charts.
- Completed Center Overview for Youth project plan and have approval of project team, including CS30 manager.
- Developed and implemented campaign to promote the Faces of Marshall site (ETV, *Marshall Star*, Heads up, social media efforts).
- Submitted graphics layout draft for Economic Impact Brochure.
- Created template and graphics for Schafer Annual Measurement Report.

- **Event Coordination**

- Provided logistic and planning support for 38 events this quarter with top five as follows:
  - Combined Federal Campaign (CFC) kickoff rally held Oct. 21 in Building 4316
  - Von Braun Symposium Oct. 26 at UAHuntsville and dinner Oct. 27 at Davidson Center
  - Shuttle Pride social Nov. 5 in Building 4316
  - NASA Administrator Bolden visit and all-hands Nov. 16 in Building 4316
  - 2010 holiday lighting Dec. 2 at Rocket Park and reception Dec. 7 in Building 4316

- **Logistics Support and Guest Operations**

- Supported Marshall executive leadership at center, community, and industry events including:
  - Huntsville Leadership Views & Voices
  - Native American Heritage Program
  - AIAA Alabama Mississippi Section
  - Alabama Space Grant Scholars and Fellows
  - Marshall Veterans Celebration
  - Alabama Coalition for Space Exploration
  - Lockheed Martin Space Systems Executive Committee

- **Community Relations**

- Responded to 22 new Speakers Bureau requests received from NASA Headquarters electronic form, telephone inquiries, e-mail, and regular mail.
- Researched pertinent data for three community/industry invitations and provided to Marshall's chief counsel requesting "determination to attend" for executive leadership.

- **S&MS Direct Support**

- Developed new S&MS overview presentation for VP manager, Dan Schumacher, to use for key stakeholder outreach presentations. Audience feedback at Alabama Space Coalition monthly meeting indicated presentation was clear and easily understood.
- Coordinated S&MS chili cook-off on Nov. 17, hosting approximately 110 S&MS employees.
- Worked closely with SERVIR and S&MS managers to determine plans and requirements for new SERVIR external website and future collateral pieces. Center and HQ agreed website should remain out of NASA portal because of firewall and access issues.
- Edited and compiled input for HQ/Institutional Readiness Project final report (requested by Chris Crumbly).
- Participated in “purple team” review of JEM-EUSO proposal in response to 2010 Explorer Announcement of Opportunity.

- **Planetary Science Division (PSD) Direct Support**

- Composed five executive journal entries for SMD/Planetary Science Division director, Dr. James Green (entries can be viewed at [www.solarsystem.nasa.gov](http://www.solarsystem.nasa.gov)).
- Wrote talking points and Twitter posts for EPOXI mission flyby of comet Hartley-2 and talking points about NASA’s use of Plutonium-238.
- Developed presentation for TEDx Youth Forum 2010.



- **Constellation Program Direct Support**

- Supported Bob Armstrong in Constellation Technology Advancement activity by participating in meetings and teleconferences, creating several presentations, and reviewing several short documents.
- Reviewed and edited IT/SBU security brief to be given to Ares Projects managers.
- Worked with Armstrong and Orton to develop plan for video documentation of Ares accomplishments.

- **NNM07AA70C – Ares Monograph**

- Delivered 1) progress report and key personnel plan and 2) 40-page detailed outline with annotated preliminary bibliography.
- Completed updated 25-page comprehensive bibliography.

- **NNM08AA13T – Lunar Quest - Formerly LPRP**

- Exhibited Lunar Quest Globe at Association of Science & Technology Centers Oct. 2-4 in Honolulu. Museum professionals from around the world learned how to integrate NASA's Lunar Quest Program components into museums and educational programming. Presented Lunar Quest Program overview to 80 attendees at NASA Showcase Session Oct. 3.
- Exhibited Lunar Quest Globe and RLLDT Lander, and led hands-on activity at U.S. Science & Engineering Festival in Washington Oct. 23-24; more than 20,000 visitors included school groups, scouting groups, and general public.
- Presented Lunar Robotics workshop including overview of Lunar Quest and hands-on activity to 75 students, grades 3-5, attending Girls Science and Engineering Day Nov. 6 at UAHuntsville.
- Partnered with Marshall's Academic Affairs Office to present at lunar eclipse overnight event Dec. 20-21, with 20 students and 12 parents attending.
- Completed Lunar Quest Fact Sheet highlighting each mission/project in the program.

- **NNM08AA14T – Engineering Communications**

- Prepared Engineering leadership team employee messages for Columbus Day, Veterans Day, Thanksgiving, and the holidays.
  - Wrote white papers for Advanced Concepts Office and Engineering leadership:
    - Small Orbital Debris Detection, Acquisition, and Tracking technology
    - FlexCraft Spacecraft Demonstrator
    - Space Launch System 2010 Studies Performed
    - X-33 Cooperative Agreement Lessons Learned
    - DC-XA Flight Demonstrator Lessons Learned
  - Prepared NASA Project Management Challenge 2011 briefings:
    - Getting to First Flight
    - Human Exploration Framework Team
    - Product Lifecycle Management
  - Supported Affordability Summit conducted by NASA HQ at Marshall with talking points, meeting summary and actions, and detailed notes.
  - Wrote articles, including Micrometeorite Gun for Marshall Star, and Getting to First Flight for Space Systems Newsletter.

- **NNM09AA94T-RLLDP (Robotic Lunar Lander Development Program) – Formerly ILN**
  - Coordinated and staffed RLLDP booth at USA Science and Engineering Festival in Washington Oct. 23-24; approximately 20,000 attendees learned about Robotic Lunar Lander design and test activities. Booth featured spacecraft model and animation and “create your own crater” activity to help kids understand how moon’s craters are formed.
  - Conducted lunar robotics workshop at Girls Science and Engineering Day at UAHuntsville Nov. 6, attended by approximately 75 local girls, grades 3-5.
  - Coordinated tours of the Robotic Lander Test Bed for multiple VIP guests including U.S. Senator Richard Shelby and staff, Major General James Rogers from Redstone’s Aviation and Missile Command, Andrew Fone from Fox News, and executive leadership from Redstone Test Center.
  - Partnered with Marshall’s Academic Affairs Office to conduct lunar robotics workshop at NASA lunar eclipse event at Sci-Quest Dec. 20-21.
  - Drafted press releases and coordinated video releases with Marshall Public Affairs for RLLDP technical milestones such as propulsion testing and integration.



## Section 1a. Ongoing Tasks

- **Program Management**

- Continue coordination and implementation of Measurement Center of Excellence Program across OSAC.
- Provide measurement framework and results briefing to OSAC Director, Deputy Director, communication managers and the Roadmap Team.
- Continue to refine consolidated set of communication metrics across contactor team.
- Continue to support OSAC business office, managers and Marshall procurement regarding CAS funding activities and Constellation reprioritization.

- **Contract Management**

- The fiscal year 2010 audit will continue and be completed during the next quarter, using the new database features to enable a smooth process.

- **Property Management**

- Complete final phase of 2010 annual inventory campaign.
- Complete final phase of annual property audit when scheduled by NASA customer.

- **Occupational Safety and Health**

- Install new vacuum form machine.

- **Executive Communications**

- Provide ongoing support of executive events, speaking engagements, and outreach activities.
- Provided draft of FY2011 Executive Communications Plan; will continue updating and measuring against this plan.
- Helped to collect metrics and develop Schafer FY2010 Annual Measurement Report.
- Provided draft of Crisis Communication Plan to Maureen LaComb for review by OSAC management; will make changes to this report as requested.
- Support Robin Henderson for upcoming “Connecting with Women” sessions.
- Redesign charts for all-hands meetings in Morris Auditorium to improve readability.

- **Strategic Research and Analysis**

- Continue to refine 2010 Schafer Integrated Communications Annual Measurement Report based on OSAC management’s recommendations; presentation will be shown to Bobby Watkins and Johnny Stephenson and then to Comm Managers. OSAC communicators will see presentation at an Exchange meeting.
  - Schafer anticipates implementation of measurement methodology to be provided on larger scale during 2011.
  - Based on findings from 2010 report, recommend Roadmap Team review 2011 events to be measured; some events may be better suited for measuring the communications success of center-focused events.

- **Communication Strategy, Planning, and Message Management**

- Finalize 2011 Integrated Strategic Communications Plan and Shuttle Wind Down/What Next campaign plan.
- Continue to develop Business Development Group website.
- Work with the Shuttle Transition team to identify needed updates to Shuttle Transition website.
- Provide support as needed to SES Conclave meetings on diversity and inclusion; may include roadshow support, taking notes, performing surveys, and performing analysis.
- Create a communications plan for Marshall's Strategic Sustainability Performance Plan (SSPP).

- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**

- Methodology developed in the 2010 Schafer Integrated Communications Annual Measurement Report for event data collection will be implemented for 2011 events identified by Roadmap Team.
- Continue maintenance on Comm Corner; move site to Drupal CMS.



- **Media**

- Provide public affairs support at the remaining two, or possibly three, space shuttle launches at Kennedy Space Center press site; duties to include staffing Marshall desk, escorting media and researching media inquiries about shuttle propulsion hardware in real-time leading up to launch. Develop weekly *Marshall Star* stories, and research, conduct interviews, and write stories for special 12-to-16-page edition of *Marshall Star* when shuttle is retired. Develop shuttle Web features, participate in program-level meetings, fulfill media requests about shuttle propulsion elements, and participate in shuttle public affairs planning telecons.
- Continue to develop content for Marshall's social media outlets including Facebook, Twitter, and Flickr.

- **Employee Communications**

- Produce 13 issues of *Marshall Star* for January, February, and March.
- Produce 63 issues of *Daily Planet* for January, February, and March.
- Complete January 2011 “Year in Review” edition of *Marshall Star* – a 12-page issue with full-color cover.
- Begin posting *Marshall Star* in HTML format to make accessible by hand-held devices, allowing readers to comment on stories; oversee project management of the *Marshall Star* newsstand poster; and manage redesign of *Marshall Star* website.
- Produce January and February issues of *To the Point*.

- **Exhibits**
  - Complete Shuttle Legacy exhibit.
- **Model Making**
  - Build 20 high-fidelity 1:75 horizontal external tank models for the Shuttle Projects Office.
- **ESMD Outreach**
  - Upgrade Exploration Experience pavilion.
  - Develop state tour proposals for Exploration Experience traveling exhibit.
  - Plan and execute outreach support at South Florida Fair at request of Florida Congressman Thomas Rooney.
- **HQ OCP Outreach**
  - Begin planning meetings for agency level support for 54th meeting of the United Nations Committee on the Peaceful Uses of Outer Space.
- **Aero Outreach (Kimberlee Buter)**
  - Review requests for NASA support at 2011 air shows.

- **Center Collateral Development**

- Economic Impact Brochure is in graphic design and will continue to be revised with input from various organizations.
- Present update to OSAC Comm Managers on the center overview for youth project. Project will include Speakers Bureau resource page on Comm Corner, an animated PPT, a public Web page called “Learning Launch Pad,” and an activity brochure to drive traffic to the Learning Launch Pad.
- Update center overview and produce updated pocket guide with new direction.
- Continue developing 50<sup>th</sup> Anniversary commemorative book through first quarter of 2011.
- Economic impact brochure is in graphic design and will continue to be revised with input from various organizations.

- **Event Coordination**

- Next quarter major events in planning stages:
  - Office of General Council Conference
  - Earth Day
  - Student Launch Initiatives
  - Take Our Children to Work Day
  - Marshall Technology Expo

- **Logistics Support and Guest Operations**

- Continue to produce and maintain executive engagement planner, coordinating with executive staff of center director and deputy director and OSAC management.
- Continue to meet with communication coordinators to ensure that program areas are represented in Speakers Bureau with program speakers at appropriate speaking engagements.
- Continue to maintain “Year at a Glance” resource guide of recurring community and industry outreach activities for DA01, DD01, and DE01 executive support assistants.

- **Community Relations**

- Continue to maintain community contact with civic and professional organizations.

# CS30 Support Direct Customer Support

- **S&MS Direct Support**

- Writing JEM-EUSO proposal for the 2010 Explorer Announcement of Opportunity.
- Writing and editing ECLSS life support handbook.
- Continue coordinating with S&MS managers and Jonathan Cirtain on the hyperwall project. Equipment has been purchased for a 12-screen C-STAR hyperwall, which will be installed at the NSSTC and then relocated to Marshall at the conclusion of the National Solar Observatory site visit in early 2011.

- **Planetary Science Division (PSD) Direct Support**

- Writing and answering questions for the Q&A section of the [solarsystem.nasa.gov](http://solarsystem.nasa.gov) website at the request of SMD/Planetary Science Division Director.
- Creating text content for “Eyes on the Solar System” interactive educational software.
- Continue support for internal blog for deputy director of Planetary Science Division.

- **Constellation Program Direct Support**

- Continue Constellation Technology Advancement activity into next quarter; selected technologies will be value-chain mapped during next quarter.



- **NNM07AA70C – Ares Monograph**
  - Work with Marshall historian to revise detailed outline and bibliography.
  - Deliver first chapter of monograph.
- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
  - Developing series of 21 Lunar Quest and Discovery/New Frontiers posters to be displayed on 4th floor at NSSTC.
  - Developing suite of presentations Lunar Quest Program Office can select from for various audiences.
  - Developing annual report in coordination with Lunar Quest management to be completed in early January 2011.
- **NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN**
  - Develop presentation and demonstration for students in grades 4-6 and begin conducting outreach to Huntsville, Madison, and Madison County schools.
  - Coordinate plans for media and VIP tour of the Warm Gas Test Bed (February-March demonstrations), working with Redstone Test Center and Marshall Public Affairs, Protocol, and Legislative Affairs offices.
  - Work with NASA HQ to evaluate option and feasibility of participating in agency-level public outreach events in 2011.

- **NNM08AA14T – Engineering Communications**

- Developed products for Joint Army, Navy, NASA, and Air Force (JANNAF) Conference, including “Space Shuttle Lessons Learned since Columbia” and a paper and briefing still in progress.
- Developed products for Space Launch System 2011, including “Systems Engineering and Affordability” approaches and a white paper still in progress.
- Develop complete plan and site mockup, complete content (fact sheets for Engineering functional areas), and work with Media Relations to establish page and processes for Engineering public website.

## **Outstanding Issues That May Impact Performance, Schedule, or Cost**

# Outstanding Issues

- **CS10 Support**
  - Executive Communications
    - Future direction of the center impacts all communications and ability to create new center overview materials.
    - More frequent executive communications may impact scheduling of other work.
- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**
  - Conversion to Drupal depends on CIO having platform ready to use.
- **CS30 Support**
  - Center Collateral Development
    - The transition of Comm Corner website to Drupal platform will depend on the CIO's ability to complete tasks on the project and may negatively impact the project schedule.
    - Completion of the 50th anniversary commemorative book and economic impact brochure both depend on management review/approval times and required changes.
    - Tour stop collateral continues to be put on the back-burner for other more pressing products/priorities.
  - Planetary Science Division (PSD) Direct Support
    - HQ/ PSD assigned Dauna Coulter work over and above the once a month journal entry originally contracted for; work includes additional journal entries, for a total of five during the past three months, and creating questions and answers for the Q&A section of the solarsystem.nasa.gov website. HQ/PSD approved the additional hours for this work.

# Outstanding Issues

- **CS30 IDIQ Support**

- NNM07AA70C – Ares Monograph

- Lead writer for monograph is leaving contract in mid-January, which may affect ability to meet current deadlines for delivering first half of draft by March 4.

- NNM08AA13T – Lunar Quest (Formerly LPRP)

- Lunar Quest is a newly formed program and the messaging and direction of outreach efforts is still being decided.

- NNM08AA14T – Engineering Communications

- This quarter's services were enhanced by assistance from Bart Leahy; however, funding has been curtailed because of lack of NASA FY11 budget authorization. In the interim, Bart is supporting OSAC with business development products. Garry Lyles (Space Launch Systems chief engineer) has expressed interest in Bart's services, given appropriate funding from NASA HQ.

- NNM10AA63T– Space and You Exploration Exhibit

- Current uncertainty in NASA's future program has results in a hold on this IDIQ activity.



## Section 2. Major Actions and Milestones

# Major Actions

CS10	Start Date	End Date
Communications Plan for Marshall's Strategic Sustainability Performance	1/3	TBD
Visualization chart for proposed new work	5/5/10	ongoing
CS20	Start Date	End Date
Launch of space shuttle Discovery on STS-133 mission (rescheduled from Nov. 2010)	12/10	2/11
Launch of space shuttle Endeavour on STS-134 mission (NET 04/01/2011)	3/11	4/11
<i>To the Point</i> – Dec. 2010	7/10	12/10
<i>To the Point</i> – Jan. 2011	9/10	TBD
<i>To the Point</i> – Feb. 2011	10/10	TBD
<i>Focus on Marshall</i> – January	12/10	1/11
<i>Focus on Marshall</i> – February	1/11	2/11
<i>Focus on Marshall</i> – March	2/11	3/11
2011 Great Moonbuggy Race (March 31-April 1, 2011)	10/10	4/11
2010-2011 NASA Student Launch Initiative rocketry challenge (April 2011)	10/10	4/11
2010 annual inventory campaign	10/10	3/11
Build 20 high-fidelity 1:75 external tank models	12/10	4/11
South Florida Fair	1/10	2/11
Museum of Science-Technology loan (Stockholm, Sweden)	1/10	2/11
CS30	Start Date	End Date
Engineering supervisors all-hands meeting (ED01) briefing	12/21/10	1/31/11
AIAA Space 2010 Conference (ED01) abstract	12/30/10	1/25/11
JANNAF Conference (ED01) paper and briefing	12/21/10	4/18/11

## ***Section 3. Technical Evaluation***

- **CS01 Support**

- Contract Management

- Continued to take advantage of various sales and early discount deadlines when procuring goods and services.
    - Worked with alternate COTR to better support the work order system and financial reporting areas.

- Property Management

- Met with representatives from Property to develop process to accurately tag artifacts as they are received from Shuttle Program; process will reduce delays with tagging artifacts and getting loan agreements approved.

- **CS10 Support**

- Strategic Research and Analysis

- Schafer anticipates that development and implementation of measurement methodology developed with the 2010 Schafer Integrated Communications Annual Measurement Report will play a key role in OSAC understanding and tracking measurement data; event measurement will be provided on a larger scale during 2011.

- Communication Strategy, Planning, and Message Management

- Schafer anticipates that the creation of message maps during the development of the 2010 Schafer Integrated Communications Annual Measurement Report will play a key role in message development and implementation during 2011.
    - Schafer anticipates that the methodology created for capturing measurement data for events and campaigns in the 2010 Schafer Integrated Communications Annual Measurement Report will transform the way OSAC currently measures communications success; metrics will be captured and analyzed for a greater number of events using a more qualitative methodology.

- **CS10 Support continued**

- Marshall Center Development
  - “Center Development News” continues to receive good feedback from Dennis Boccippio and Marshall managers and supervisors.

- **CS20 Support**

- ESMD Outreach
  - Recommended and implemented changes to NASA/NASCAR replica exhibit (renamed “Rockets2Racecars” exhibit) to make it more cost effective to ship and install; updated content to appeal to more areas in the automotive industry.
    - HQ OCP Outreach
  - Conducted preliminary research for logistics/operations of NASA’s Traveling Visitor Center; worked with other mission directorates, NASA centers, and programs to secure funding for agencywide outreach program.

- **CS30 Support**

- Center Collateral Development
  - Produced an updated, streamlined project development plan template.

- **IDIQ Support**

- NNM07AA70C – Ares Monograph
  - Detailed 40-page outline provides good framework for entire document and went beyond government requirement for deliverable #2.



## ***Section 4. Performance Metrics***

- **New performance metrics framework and results are under review by OSAC management.**
- **Management approved presentation will be delivered under a separate cover along with the CS20 Media Metrics Quarterly Report.**
- **Integrated Communications Annual Measurement Overview provides an assessment of OSAC's strategic communication processes and its implementation of selected communication activities (events, campaigns, exhibits, products).**

- **2010 Integrated Strategic Events**

- Center Director's Breakfast
- Earth Day
- Moonbuggy Race
- SMD Conference
- Center Director's Initiative Campaign\*



- **Assessment of OSAC's strategic communication process and the implementation of communication activities is presented here in two parts:**

- Implementation Assessment
- Process Assessment

\*Event was added during the analysis to support assessment of Communication Goal 3.

## Quarterly Financial Information

- Quarterly financial information for Data Requirements Description (DRD) 1130MA-003, Quarterly Technical Progress Report is located in backup data provided with Data Requirements Description (DRD) 1140MA-002, Financial Management Report (533Q) dated January 15, 2011.